

RNS Number : 2409N  
Card Factory PLC  
17 June 2025

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**Card Factory plc**  
**("cardfactory" or the "Company")**

**Notification of Transactions of Directors**

cardfactory announces that it was notified on 16 June 2025 by Matthias Seeger of the following transaction in respect of ordinary shares of 1p each in the capital of the Company, consequent to the grant of options to subscribe for shares under the Company's Save As You Earn scheme ("SAYE"), which may be exercised after 3 years.

This notification is made in accordance with Article 19 of the Market Abuse Regulation and the Disclosure and Transparency Rules.

**Enquiries:**

Ciaran Stone  
General Counsel and Company Secretary  
Card Factory plc

Tel: 01924 839150

**CARD FACTORY PLC**  
**NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES**

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Matthias Seeger	
2	Reason for the notification		
a)	Position/status	Chief Financial Officer	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Card Factory plc	
b)	LEI	213800TTSOPFVCKPFQ11	
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of one pence each GB00BLY2F708	
b)	Nature of the transaction	Grant of options under the Card Factory plc SAYE scheme	
c)	Price(s) and volume(s)	Price	£0.7715 per share exercise price
		Volume	6,916 shares
d)	Aggregated information	Aggregate Volume	6,916 shares
		Price	£0.7715 per share exercise price
		Total	£5,335.70
e)	Date of the transaction	16 June 2025	
f)	Place of the transaction	Outside a trading venue	

Name of officer of issuer responsible for making notification: Ciaran Stone  
Date of notification: 17 June 2025

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