

19 June 2025

Card Factory plc
(the "Company" or "cardfactory")
Result of Annual General Meeting ("AGM")

cardfactory, the UK's leading specialist retailer of greeting cards, gifts and celebration essentials, announces that all of the resolutions set out in Part II of the Notice of AGM ("AGM Notice") published by the Company on 19 May 2025 were passed on a poll at the annual general meeting held today.

Details of the aggregate poll votes submitted on the resolutions are set out below:

	Resolution	Votes for	% of votes cast	Votes against	% of votes against	Number of Votes Withheld
1.	Annual Report and Accounts	226,493,638	99.98%	44,800	0.02%	54,231
2.	Dividend	219,041,798	96.69%	7,498,078	3.31%	52,793
3.	Re-elect Paul Moody	193,738,142	85.54%	32,759,796	14.46%	94,731
4.	Re-elect Darcy Willson-Rymer	225,600,120	99.64%	826,452	0.36%	166,097
5.	Re-elect Matthias Seeger	225,579,055	99.63%	835,662	0.37%	177,952
6.	Re-elect Robert McWilliam	222,846,703	98.41%	3,591,585	1.59%	154,381
7.	Re-elect Indira Thambiah	210,326,235	92.88%	16,113,302	7.12%	153,132
8.	Elect Pam Powell	222,814,056	98.40%	3,615,450	1.60%	163,163
9.	Directors' Report on Remuneration	204,710,238	90.41%	21,703,365	9.59%	179,066
10.	Appoint Auditors	226,443,116	99.97%	68,139	0.03%	81,414
11.	Remuneration of Auditors	226,010,712	99.83%	391,460	0.17%	190,497
12.	Authority to allot shares	177,983,595	78.58%	48,518,968	21.42%	90,106
13.	Authority to disapply pre-emption rights	177,686,314	78.48%	48,731,316	21.52%	175,039
14.	Additional authority to disapply pre-emption rights	177,676,736	78.48%	48,729,727	21.52%	186,206
15.	Authority to purchase own shares	226,460,186	99.96%	82,093	0.04%	50,390
16.	Authority to call a general meeting on 14 clear days' notice	197,312,569	87.10%	29,225,373	12.90%	54,727

The Board notes that, although each was approved, Resolution 12 (Authority to allot shares), Resolution 13 (Authority to disapply pre-emption rights) and Resolution 14 (Additional authority to disapply pre-emption rights) each received less than 80% support and accordingly we will engage with relevant shareholders to fully understand shareholder concerns, and provide an update on further consultations within six months of today's AGM in accordance with the UK Corporate Governance Code.

Notes:

- Any proxy appointments which gave discretion to the Chairman have been included in the "Votes for" total.
- "Votes withheld" are not votes in law and do not count in the number of votes counted for or against a resolution.
- Valid poll cards were made in respect of 226,592,669 shares representing 64.73% of the issued share capital.
- In accordance with Listing Rule 6.4.2R, the full text of the special business resolutions passed will be submitted to the UK Listing Authority via the National Storage Mechanism and will shortly be available at www.morningstar.co.uk/uk/NSM.
- A copy of this announcement will shortly be available on the Company's investor relations website at www.cardfactoryinvestors.com
- As at 19 June 2025, the Company had 350,039,789 ordinary shares of £0.01 each in issue with voting rights. No shares are held in treasury.
- Resolutions 1 to 12 (inclusive) were passed as ordinary resolutions and resolutions 13 to 16 (inclusive) were passed as special resolutions.
- As detailed in the Notice of Annual General Meeting, shareholders were invited to submit to the Company any questions they would otherwise have asked at the AGM. No such questions were submitted.

Name of authorised Company official responsible for making this notification:

Ciaran Stone, Company Secretary

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Enquiries

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