

30 July 2025

**Card Factory plc**  
**("cardfactory" or the "Company")**  
**Notification of dealings by a director/PDMR**

cardfactory has been notified that on 29 July 2025, the Company's CEO, Darcy Willson-Rymer purchased, in aggregate, 52,370 ordinary shares of 1 pence each in the capital of the Company ("Ordinary Shares") at a price of 95.00 pence per share.

Of this share purchase, 43,098 Ordinary Shares were purchased pursuant to the requirement in the Company's Remuneration Policy requiring one third of bonus payments (after tax) to be invested in Ordinary Shares, where the minimum shareholding requirements are not met.

The transaction took place on the London Stock Exchange.

Darcy Willson-Rymer's beneficial interest in the Company's shares following this purchase is 883,502 Ordinary Shares, 0.252% of the Company's issued ordinary share capital.

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	Darcy Willson-Rymer
2	Reason for the notification	
a)	Position/status	CEO
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	Purchase
c)	Price(s) and volume(s)	Price(s)      Volume(s) £0.95          10,478 £0.95          10,473 £0.95          10,473 £0.95          10,473 £0.95          10,473
d)	Aggregated information - Aggregated volume - Price -Total	52,370 £0.95 £49,751.50
e)	Date of the transaction	29 July 2025
f)	Place of the transaction	London Stock Exchange

Name of officer of issuer responsible for making notification: Ciaran Stone  
Date of notification: 30 July 2025

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rs@seg.com](mailto:rs@seg.com) or visit [www.rs.com](http://www.rs.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHPKCBNOBKDBOB