

4 August 2025

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

**Notification of Transactions of Directors**

cardfactory announces that it was notified on 4 August 2025 by Darcy Willson-Rymer, Chief Executive Officer, that he acquired 18,419 ordinary shares of 1 pence each in the capital of the Company ("Ordinary Shares"), by exercise of an option granted on 8 June 2022, pursuant to the Card Factory plc SAYE Scheme 2015.

Darcy Willson-Rymer's beneficial interest in the Company's shares following this purchase is 901,921 Ordinary Shares, 0.26% of the Company's issued ordinary share capital.

This notification is made in accordance with the Disclosure Guidance 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	Chief Executive 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	Award							
c)	Price(s) and volume(s)	<table><tr><td>Price</td><td>£0.4886</td></tr><tr><td>Volume</td><td>18,419 shares</td></tr></table>		Price	£0.4886	Volume	18,419 shares		
Price	£0.4886								
Volume	18,419 shares								
d)	Aggregated information	<table><tr><td>Aggregate Volume</td><td>18,419 shares</td></tr><tr><td>Price</td><td>£0.4886 per share</td></tr><tr><td>Total</td><td>£8,999.53</td></tr></table>		Aggregate Volume	18,419 shares	Price	£0.4886 per share	Total	£8,999.53
Aggregate Volume	18,419 shares								
Price	£0.4886 per share								
Total	£8,999.53								
e)	Date of the transaction	4 August 2025							
f)	Place of the transaction	Outside a trading venue							

Name of officer of issuer responsible for making notification: Ciaran Stone  
Date of notification: 4 August 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 [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.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

DSHPKQBPBBKDFFK