



Tuesday, 12 August 2025

The Character Group plc
("Character," the "Company" or the "Group")

Directors' share dealings

Notification and public disclosure of transactions by persons discharging managerial responsibilities
and persons closely associated with them

Character Group (AIM: CCT) the designer, developer and international distributor of branded toys, games and giftware, announces that:

- Mr Jon Diver, Joint Group Managing Director and a Person Discharging Managerial Responsibilities (a "PDMR"), yesterday notified the Company that he has transferred 150,000 ordinary shares of 5 pence each ("Ordinary Shares") to each of his two sons, Freddie Diver and William Diver (both aged over 18), for nil consideration. Following this transfer, Mr Diver's interest in shares in the Company is 984,089 Ordinary Shares, which represents approximately 5.45% of the Company's issued voting share capital.
- Mr Joe Kissane, Managing Director of UK Operations and a PDMR, yesterday notified the Company that he has transferred 263,519 Ordinary Shares to his wife, Mrs Beverley Jayne Kissane, for nil consideration. Following this transfer, Mr Kissane's interest in shares in the Company, including the interests of Persons Closely Associated ("PCAs") with him, has remained unchanged at 463,519 Ordinary Shares, which represents approximately 2.57% of the Company's issued voting share capital.

The information set out below is provided in accordance with the requirements of Article 19(3) of the Market Abuse Regulation (EU) No 596/2014 (as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018).

1.	Details of the person discharging managerial responsibilities / person closely associated		
a.	Name	Jon Diver	
2.	Reason for the notification		
a.	Position/status	Joint Group Managing Director	
b.	Initial notification/Amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a.	Name	The Character Group plc	
b.	LEI	213800HY6EB8T8VWWE73	
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 5 pence GB0008976119	
b.	Nature of the transaction	Gift of shares to sons for nil consideration	
c.	Price(s) and volume(s)	Price(s) Nil (gifted)	Volume 300,000
d.	Aggregated information <ul style="list-style-type: none">Aggregated volumePrice	Not applicable.	
e.	Date of the transaction	11 August 2025	
f.	Place of the transaction	London Stock Exchange, AIM	
1.	Details of the person discharging managerial responsibilities / person closely associated		
a.	Name	Joe Kissane	
2.	Reason for the notification		

a.	Position/status	Managing Director of UK Operations	
b.	Initial notification/Amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a.	Name	The Character Group plc	
b.	LEI	213800HY6EB8T8VWWE73	
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 5 pence GB0008976119	
b.	Nature of the transaction	Gift of shares to spouse for nil consideration	
c.	Price(s) and volume(s)	Price(s)	Volume
		Nil (gifted)	263,519
d.	Aggregated information <ul style="list-style-type: none">Aggregated volumePrice	Not applicable.	
e.	Date of the transaction	11 August 2025	
f.	Place of the transaction	London Stock Exchange, AIM	

1.	Details of the person discharging managerial responsibilities / person closely associated		
a.	Name	Beverley Jayne Kissane	
2.	Reason for the notification		
a.	Position/status	Closely associated person of Joe Kissane	
b.	Initial notification/Amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a.	Name	The Character Group plc	
b.	LEI	213800HY6EB8T8VWWE73	
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 5 pence GB0008976119	
b.	Nature of the transaction	Receipt of shares from spouse for nil consideration	
c.	Price(s) and volume(s)	Price(s)	Volume
		Nil (gifted)	263,519
d.	Aggregated information <ul style="list-style-type: none">Aggregated volumePrice	Not applicable.	
e.	Date of the transaction	11 August 2025	
f.	Place of the transaction	London Stock Exchange, AIM	

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