

31 October 2025

Card Factory plc
(the "Company")
Transactions in own shares

Card Factory plc, the UK's leading specialist retailer of greeting cards, gifts and celebration essentials, announces that it purchased the following number of ordinary shares of 1 pence each in the capital of the Company ('Ordinary Shares') through UBS AG London Branch. The Ordinary Shares purchased will be held in treasury.

Date of purchases:	30 October 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	103.80
Lowest price paid per share (pence)	101.60
Volume weighted average price paid per Ordinary Share (pence)	102.9349

The Company notifies the market that at the date of this announcement the Company's issued ordinary share capital comprises 351,595,922 ordinary shares with a nominal value of 1p each ("Ordinary Shares") with each share carrying one vote. In aggregate, 100,000 Ordinary Shares are held in treasury. The number of 351,495,922 ordinary shares may be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change in their interest in, the ordinary share capital of the Company under the FCA's Disclosure Guidance and Transparency Rules.

This disclosure is made pursuant to paragraph 9.6.6(R) of the Listing Rules.

The table below contains detailed information about the purchases made as part of the Share repurchase programme.

Enquiries:

Card Factory plc
Darcy Willson-Rymer, Chief Executive Officer
Matthias Seeger, Chief Financial Officer

via Teneo (below)

Teneo

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Aggregated information:

Trading venue	Volume weighted average price (pence)	Aggregated volume	Lowest Price per share	Highest Price per share
London Stock Exchange	102.8864	70,000	101.60	103.80
BATS Europe	103.0292	15,000	102.20	103.80
Chi-X Europe	103.0650	10,000	102.60	103.80
Aquis	103.0710	5,000	102.80	103.20

Individual transactions:

In accordance with Article 5(1)(b) of Regulation (EU) No. 596/2014 (as incorporated into UK domestic law by the European Union (Withdrawal) Act 2018), a full breakdown of the individual trades made by UBS on behalf of the Company as part of the Programme is detailed below:

Transaction date	Time of transaction	Volume	Price (GBp)	Trading Venue	Transaction Reference Number
30/10/2025	09:22:38	1,078	103.4000	Aquis	2808666
30/10/2025	11:39:01	1,003	102.8000	Aquis	2939331
30/10/2025	13:25:44	1,160	103.0000	Aquis	3033858
30/10/2025	15:20:49	624	103.0000	Aquis	3275342
30/10/2025	15:20:49	514	103.0000	Aquis	3275340
30/10/2025	15:56:45	621	103.2000	Aquis	3332707
30/10/2025	08:15:18	539	103.8000	BATE	2735548
30/10/2025	08:15:18	799	103.8000	BATE	2735544
30/10/2025	09:15:39	138	103.2000	BATE	2801205
30/10/2025	09:22:38	1,203	103.4000	BATE	2808668
30/10/2025	09:22:38	275	103.4000	BATE	2808664
30/10/2025	10:11:39	1,401	102.2000	BATE	2860213
30/10/2025	11:39:01	1,535	102.8000	BATE	2939325
30/10/2025	12:47:02	1,465	102.6000	BATE	2994896
30/10/2025	13:25:44	1,398	103.0000	BATE	3033854
30/10/2025	14:09:00	1,554	103.0000	BATE	3135531
30/10/2025	15:19:24	700	103.0000	BATE	3272216
30/10/2025	15:20:49	670	103.0000	BATE	3275336
30/10/2025	15:49:11	219	103.4000	BATE	3321384
30/10/2025	15:49:11	118	103.4000	BATE	3321382
30/10/2025	15:49:11	150	103.4000	BATE	3321380
30/10/2025	15:56:45	808	103.2000	BATE	3332701
30/10/2025	15:56:45	1,233	103.2000	BATE	3332697
30/10/2025	15:56:45	21	103.2000	BATE	3332695
30/10/2025	16:16:45	774	103.2000	BATE	3369897
30/10/2025	08:15:18	1,524	103.8000	CHIX	2735546
30/10/2025	09:43:12	1,333	102.6000	CHIX	2830742
30/10/2025	11:39:01	1,481	102.8000	CHIX	2939327
30/10/2025	13:25:44	1,463	103.0000	CHIX	3033856
30/10/2025	14:09:00	1,466	103.0000	CHIX	3135533
30/10/2025	15:20:49	1,434	103.0000	CHIX	3275338
30/10/2025	15:56:45	1,299	103.2000	CHIX	3332699
30/10/2025	08:15:18	1,579	103.8000	LSE	2735550
30/10/2025	08:16:12	193	103.2000	LSE	2736850
30/10/2025	08:26:04	639	103.2000	LSE	2746696
30/10/2025	08:26:04	73	103.2000	LSE	2746694
30/10/2025	08:27:48	601	103.2000	LSE	2748540
30/10/2025	09:00:58	72	103.4000	LSE	2785412
30/10/2025	09:02:49	1,492	103.6000	LSE	2787460
30/10/2025	09:04:04	1,365	103.4000	LSE	2788740
30/10/2025	09:22:38	1,595	103.4000	LSE	2808670
30/10/2025	09:25:13	1,476	103.2000	LSE	2811530
30/10/2025	09:34:43	1,453	102.8000	LSE	2821263
30/10/2025	09:43:12	1,360	102.6000	LSE	2830746
30/10/2025	09:43:12	224	102.6000	LSE	2830744
30/10/2025	09:57:30	78	102.4000	LSE	2845872
30/10/2025	09:57:30	240	102.4000	LSE	2845870
30/10/2025	09:57:30	96	102.4000	LSE	2845868
30/10/2025	10:11:39	977	102.4000	LSE	2860210
30/10/2025	10:22:34	1,357	101.6000	LSE	2870857
30/10/2025	10:22:34	1,456	101.8000	LSE	2870855
30/10/2025	10:22:34	1,439	102.0000	LSE	2870853
30/10/2025	10:22:34	17	102.0000	LSE	2870851
30/10/2025	10:22:34	3,362	102.0000	LSE	2870849

30/10/2025	10:22:34	1,625	102.0000	LSE	2870847
30/10/2025	10:35:29	558	102.6000	LSE	2883293
30/10/2025	10:35:29	800	102.6000	LSE	2883291
30/10/2025	10:36:33	1,631	102.8000	LSE	2884056
30/10/2025	10:36:33	200	102.8000	LSE	2884054
30/10/2025	10:37:46	1,397	102.6000	LSE	2884988
30/10/2025	10:53:16	1,647	102.8000	LSE	2899683
30/10/2025	11:19:04	73	103.0000	LSE	2922027
30/10/2025	11:19:04	929	103.0000	LSE	2922025
30/10/2025	11:19:07	435	103.0000	LSE	2922094
30/10/2025	11:39:01	1,608	102.8000	LSE	2939337
30/10/2025	11:39:01	1,136	102.8000	LSE	2939335
30/10/2025	11:39:01	35	102.8000	LSE	2939333
30/10/2025	11:39:01	158	102.8000	LSE	2939329
30/10/2025	11:39:03	1,654	102.6000	LSE	2939346
30/10/2025	12:42:46	257	102.6000	LSE	2990950
30/10/2025	12:44:00	145	102.6000	LSE	2991986
30/10/2025	12:47:02	1,064	102.6000	LSE	2994900
30/10/2025	12:47:02	1,380	102.6000	LSE	2994898
30/10/2025	13:06:49	1,331	103.2000	LSE	3013249
30/10/2025	13:20:49	1,644	103.2000	LSE	3028479
30/10/2025	13:25:44	1,619	103.0000	LSE	3033862
30/10/2025	13:25:44	1,331	103.0000	LSE	3033860
30/10/2025	13:53:39	1,381	103.2000	LSE	3099494
30/10/2025	13:53:39	1,628	103.2000	LSE	3099492
30/10/2025	14:09:00	873	103.0000	LSE	3135535
30/10/2025	14:14:31	1,626	103.0000	LSE	3145667
30/10/2025	14:14:31	350	103.0000	LSE	3145665
30/10/2025	14:14:31	800	103.0000	LSE	3145663
30/10/2025	15:20:49	1,608	103.0000	LSE	3275344
30/10/2025	15:27:01	1,544	103.0000	LSE	3287187
30/10/2025	15:27:01	848	103.0000	LSE	3287185
30/10/2025	15:27:01	770	103.0000	LSE	3287189
30/10/2025	15:44:16	337	103.4000	LSE	3313913
30/10/2025	15:45:26	552	103.4000	LSE	3316724
30/10/2025	15:45:26	800	103.4000	LSE	3316722
30/10/2025	15:50:26	1,414	103.4000	LSE	3324240
30/10/2025	15:52:11	970	103.4000	LSE	3326266
30/10/2025	15:56:45	1,960	103.2000	LSE	3332703
30/10/2025	15:56:45	1,473	103.2000	LSE	3332705
30/10/2025	16:10:45	1,626	103.2000	LSE	3358112
30/10/2025	16:15:45	305	103.2000	LSE	3367757
30/10/2025	16:15:45	1,065	103.2000	LSE	3367755
30/10/2025	16:17:32	170	103.0000	LSE	3371527
30/10/2025	16:17:32	1,127	103.0000	LSE	3371523
30/10/2025	16:17:32	1,583	103.0000	LSE	3371521
30/10/2025	16:19:19	1,389	103.0000	LSE	3374925

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