

03 November 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:	31 October 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	104.00
Lowest price paid per share (pence)	102.40
Volume weighted average price paid per Ordinary Share (pence)	103.5694

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, 200,000 Ordinary Shares are held in treasury. The number of 351,395,922 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
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via Teneo (below)

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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	103.6213	70,000	103.00	104.00
BATS Europe	103.4792	15,000	103.00	104.00
Chi-X Europe	103.4381	10,000	102.40	104.00
Aquis	103.3756	5,000	103.00	103.80

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
31/10/2025	10:17:39	253	103.0000	Aquis	2756550
31/10/2025	10:17:39	800	103.0000	Aquis	2756548
31/10/2025	10:42:31	1,075	103.0000	Aquis	2775456
31/10/2025	13:44:55	1,041	103.6000	Aquis	2921425
31/10/2025	14:31:37	1,058	103.6000	Aquis	3014379
31/10/2025	15:48:47	773	103.8000	Aquis	3141652
31/10/2025	10:42:31	1,298	103.0000	BATE	2775462
31/10/2025	10:42:31	3,079	103.0000	BATE	2775460
31/10/2025	14:31:37	1,334	103.6000	BATE	3014383
31/10/2025	14:31:37	1,276	103.6000	BATE	3014381
31/10/2025	14:31:37	3,950	103.6000	BATE	3014375
31/10/2025	14:39:26	1,384	103.6000	BATE	3027957
31/10/2025	15:12:46	1,393	104.0000	BATE	3086932
31/10/2025	15:48:47	1,286	103.8000	BATE	3141646
31/10/2025	09:12:25	49	102.4000	CHIX	2704355
31/10/2025	09:35:13	410	102.6000	CHIX	2721872
31/10/2025	10:06:39	286	103.2000	CHIX	2748402
31/10/2025	10:42:31	21	103.2000	CHIX	2775452
31/10/2025	10:42:31	1,314	103.2000	CHIX	2775450
31/10/2025	11:10:17	15	103.0000	CHIX	2797330
31/10/2025	11:10:54	800	103.0000	CHIX	2797719
31/10/2025	12:04:04	499	103.2000	CHIX	2834346
31/10/2025	12:04:04	843	103.2000	CHIX	2834342
31/10/2025	12:58:04	1,383	103.6000	CHIX	2868490
31/10/2025	13:44:55	1,297	103.6000	CHIX	2921427
31/10/2025	14:31:37	1,261	103.6000	CHIX	3014377
31/10/2025	15:47:22	797	104.0000	CHIX	3140113
31/10/2025	15:48:47	819	103.8000	CHIX	3141648
31/10/2025	15:58:47	206	103.8000	CHIX	3156198
31/10/2025	09:37:45	214	103.2000	LSE	2723555
31/10/2025	09:38:45	1,445	103.2000	LSE	2724191
31/10/2025	09:51:17	997	103.2000	LSE	2735735
31/10/2025	09:51:17	435	103.2000	LSE	2735733
31/10/2025	10:05:34	1,465	103.2000	LSE	2747681
31/10/2025	10:17:39	1,341	103.0000	LSE	2756552
31/10/2025	10:17:39	684	103.0000	LSE	2756554
31/10/2025	10:42:31	1,466	103.2000	LSE	2775458
31/10/2025	10:42:31	1,326	103.2000	LSE	2775454
31/10/2025	10:43:45	1,564	103.0000	LSE	2776118
31/10/2025	11:47:50	496	103.4000	LSE	2822155
31/10/2025	11:47:50	352	103.4000	LSE	2822151
31/10/2025	11:47:50	800	103.4000	LSE	2822153
31/10/2025	11:51:01	500	103.4000	LSE	2824383
31/10/2025	12:04:04	1,383	103.2000	LSE	2834348
31/10/2025	12:04:04	1,535	103.2000	LSE	2834344
31/10/2025	12:30:15	700	103.8000	LSE	2850529
31/10/2025	12:30:15	200	103.8000	LSE	2850527
31/10/2025	12:32:15	200	103.8000	LSE	2852076
31/10/2025	12:32:15	1,151	103.8000	LSE	2852074
31/10/2025	12:32:15	175	103.8000	LSE	2852078
31/10/2025	12:39:03	500	103.8000	LSE	2857046
31/10/2025	12:46:03	1,637	103.8000	LSE	2860717
31/10/2025	12:58:04	1,464	103.6000	LSE	2868494
31/10/2025	12:58:04	1,386	103.6000	LSE	2868492

31/10/2025	13:00:35	1,456	103.6000	LSE	2870518
31/10/2025	13:39:38	1,330	103.8000	LSE	2913136
31/10/2025	13:39:38	810	103.8000	LSE	2913134
31/10/2025	13:39:38	300	103.8000	LSE	2913132
31/10/2025	13:39:38	875	103.8000	LSE	2913130
31/10/2025	13:39:38	664	103.8000	LSE	2913128
31/10/2025	13:44:55	1,468	103.6000	LSE	2921429
31/10/2025	13:44:55	426	103.6000	LSE	2921431
31/10/2025	13:44:55	1,009	103.6000	LSE	2921433
31/10/2025	14:05:16	1,198	103.6000	LSE	2966285
31/10/2025	14:05:16	1,429	103.6000	LSE	2966283
31/10/2025	14:08:15	1,381	104.0000	LSE	2971315
31/10/2025	14:09:18	1,570	103.8000	LSE	2973054
31/10/2025	14:09:18	1,395	103.8000	LSE	2973052
31/10/2025	14:11:05	1,372	103.8000	LSE	2976902
31/10/2025	14:19:36	619	103.8000	LSE	2991821
31/10/2025	14:19:36	1,596	103.8000	LSE	2991819
31/10/2025	14:19:36	729	103.8000	LSE	2991817
31/10/2025	14:31:36	1,476	103.8000	LSE	3014338
31/10/2025	14:31:37	1,602	103.6000	LSE	3014387
31/10/2025	14:31:37	1,649	103.6000	LSE	3014385
31/10/2025	14:39:26	1,558	103.6000	LSE	3027961
31/10/2025	14:39:26	1,375	103.6000	LSE	3027959
31/10/2025	14:54:48	2,864	103.8000	LSE	3055312
31/10/2025	14:54:48	189	103.8000	LSE	3055308
31/10/2025	14:54:48	900	103.8000	LSE	3055310
31/10/2025	15:02:55	571	103.8000	LSE	3071277
31/10/2025	15:02:55	1,498	103.8000	LSE	3071275
31/10/2025	15:02:55	891	103.8000	LSE	3071273
31/10/2025	15:12:46	1,624	104.0000	LSE	3086936
31/10/2025	15:12:46	1,436	104.0000	LSE	3086934
31/10/2025	15:31:59	1,526	103.8000	LSE	3115919
31/10/2025	15:38:59	1,361	103.8000	LSE	3125769
31/10/2025	15:48:47	790	103.8000	LSE	3141658
31/10/2025	15:48:47	350	103.8000	LSE	3141656
31/10/2025	15:48:47	733	103.8000	LSE	3141654
31/10/2025	15:48:47	1,179	103.8000	LSE	3141650
31/10/2025	15:58:03	1,513	103.6000	LSE	3155304
31/10/2025	16:08:45	828	103.8000	LSE	3174555
31/10/2025	16:12:45	145	103.8000	LSE	3181861
31/10/2025	16:12:45	174	103.8000	LSE	3181859
31/10/2025	16:12:45	725	103.8000	LSE	3181857

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