

04 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:	03 November 2025
No. of Ordinary Shares purchased	150,000
Highest price paid per share (pence)	103.60
Lowest price paid per share (pence)	100.60
Volume weighted average price paid per Ordinary Share (pence)	102.2030

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, 350,000 Ordinary Shares are held in treasury. The number of 351,245,922 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:

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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	102.2186	100,587	100.60	103.60
BATS Europe	102.1377	25,000	101.00	103.40
Chi-X Europe	102.3029	15,000	101.00	103.60
Aquis	102.0507	9,413	101.40	103.60

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
03/11/2025	08:14:52	16	102.8000	LSE	2584628
03/11/2025	08:48:10	31	103.2000	LSE	2617350
03/11/2025	08:49:44	1,550	103.2000	LSE	2618592
03/11/2025	09:07:20	1,040	103.0000	Aquis	2635429
03/11/2025	09:07:20	1,709	103.0000	LSE	2635433
03/11/2025	09:07:20	1,474	103.0000	LSE	2635431
03/11/2025	09:31:48	3,157	103.2000	LSE	2658891
03/11/2025	09:38:10	450	103.2000	LSE	2664513
03/11/2025	09:38:13	672	103.0000	LSE	2664592
03/11/2025	09:46:48	1,439	103.2000	CHIX	2672784
03/11/2025	09:54:01	514	103.0000	LSE	2677737
03/11/2025	10:00:11	1,571	103.4000	LSE	2682786
03/11/2025	10:01:11	1,482	103.4000	LSE	2683607
03/11/2025	10:12:17	1,538	103.2000	LSE	2693408
03/11/2025	10:46:25	1,573	103.6000	LSE	2723276
03/11/2025	10:46:25	859	103.6000	LSE	2723274
03/11/2025	10:50:08	1,402	103.6000	LSE	2726402
03/11/2025	10:50:08	2,037	103.6000	LSE	2726404
03/11/2025	11:25:09	1,209	103.6000	Aquis	2756591
03/11/2025	11:25:09	1,306	103.6000	CHIX	2756597
03/11/2025	11:25:09	1,288	103.6000	CHIX	2756589
03/11/2025	11:25:09	1,688	103.6000	LSE	2756595
03/11/2025	11:25:09	1,447	103.6000	LSE	2756593
03/11/2025	11:25:13	1,439	103.4000	BATE	2756639
03/11/2025	11:25:13	64	103.4000	BATE	2756635
03/11/2025	11:25:13	1,061	103.4000	BATE	2756633
03/11/2025	11:25:13	2,400	103.4000	BATE	2756631
03/11/2025	11:25:13	1,031	103.4000	LSE	2756641
03/11/2025	11:25:13	1,177	103.4000	LSE	2756637
03/11/2025	11:58:21	229	103.6000	LSE	2783397
03/11/2025	12:14:14	1,382	103.6000	LSE	2796823
03/11/2025	12:14:14	1,624	103.6000	LSE	2796821
03/11/2025	12:14:14	1,213	103.6000	LSE	2796819
03/11/2025	12:14:15	1,994	103.4000	LSE	2796851
03/11/2025	12:34:12	1,387	103.0000	BATE	2814242
03/11/2025	12:34:12	1,279	103.0000	BATE	2814240
03/11/2025	12:34:12	1,565	103.0000	CHIX	2814244
03/11/2025	12:34:12	1,498	103.0000	LSE	2814246
03/11/2025	12:34:13	1,587	102.8000	LSE	2814248
03/11/2025	12:34:20	1,537	102.2000	LSE	2814296
03/11/2025	12:53:00	1,432	101.8000	LSE	2830810
03/11/2025	13:03:12	1,396	101.6000	LSE	2840363
03/11/2025	13:21:54	1,481	101.4000	LSE	2858597
03/11/2025	13:33:57	1,235	101.4000	Aquis	2871537
03/11/2025	13:33:57	456	101.4000	LSE	2871545
03/11/2025	13:33:57	1,447	101.4000	LSE	2871543
03/11/2025	13:33:57	64	101.4000	LSE	2871544

03/11/2025	13:33:57	01	101.4000	LSE	2871539
03/11/2025	13:33:57	1,112	101.4000	LSE	2871539
03/11/2025	13:34:01	267	101.2000	LSE	2871594
03/11/2025	13:34:04	702	101.2000	LSE	2871610
03/11/2025	13:34:04	562	101.2000	LSE	2871612
03/11/2025	13:52:59	1,290	101.0000	BATE	2895714
03/11/2025	13:52:59	1,298	101.0000	BATE	2895710
03/11/2025	13:52:59	1,292	101.0000	CHIX	2895712
03/11/2025	13:52:59	1,511	100.8000	LSE	2895718
03/11/2025	13:52:59	1,710	101.0000	LSE	2895716
03/11/2025	14:05:52	39	100.6000	LSE	2913979
03/11/2025	14:05:52	1,464	100.6000	LSE	2913977
03/11/2025	14:11:45	300	100.8000	LSE	2921062
03/11/2025	14:13:22	1,605	101.2000	LSE	2922690
03/11/2025	14:14:01	5,068	101.4000	LSE	2923284
03/11/2025	14:14:01	1,200	101.4000	LSE	2923282
03/11/2025	14:15:05	1,680	101.4000	LSE	2925472
03/11/2025	14:21:05	1,386	101.4000	LSE	2933272
03/11/2025	14:32:01	1,646	101.4000	LSE	2959102
03/11/2025	14:32:01	1,577	101.4000	LSE	2959104
03/11/2025	14:45:11	1,050	101.8000	BATE	2996074
03/11/2025	14:45:11	2,187	101.8000	BATE	2996078
03/11/2025	14:45:11	1,434	101.8000	CHIX	2996076
03/11/2025	14:45:11	4,382	101.8000	LSE	2996080
03/11/2025	14:54:52	1,071	101.6000	BATE	3022811
03/11/2025	14:54:52	1,011	101.6000	CHIX	3022815
03/11/2025	14:54:52	175	101.6000	CHIX	3022809
03/11/2025	14:54:52	1,242	101.6000	CHIX	3022807
03/11/2025	14:54:52	1,686	101.6000	LSE	3022817
03/11/2025	14:54:52	1,592	101.6000	LSE	3022813
03/11/2025	14:55:10	337	101.6000	BATE	3025574
03/11/2025	14:55:10	963	101.6000	BATE	3025576
03/11/2025	14:56:13	1,548	101.6000	Aquis	3028060
03/11/2025	14:56:13	1,304	101.6000	Aquis	3028056
03/11/2025	14:56:13	1,238	101.6000	BATE	3028062
03/11/2025	14:56:13	246	101.6000	BATE	3028058
03/11/2025	14:56:13	548	101.6000	BATE	3028054
03/11/2025	14:56:13	348	101.6000	CHIX	3028052
03/11/2025	14:58:26	742	101.4000	LSE	3033001
03/11/2025	14:59:56	142	101.6000	LSE	3037110
03/11/2025	15:19:08	1,100	102.2000	LSE	3090592
03/11/2025	15:19:08	169	102.2000	LSE	3090590
03/11/2025	15:19:08	46	102.2000	LSE	3090588
03/11/2025	15:19:08	297	102.2000	LSE	3090586
03/11/2025	15:19:08	587	102.2000	LSE	3090584
03/11/2025	15:19:12	200	102.0000	LSE	3090686
03/11/2025	15:19:25	303	102.0000	LSE	3091074
03/11/2025	15:28:25	1,290	102.0000	CHIX	3115572
03/11/2025	15:28:25	1,576	102.0000	LSE	3115580
03/11/2025	15:28:25	50	102.0000	LSE	3115578
03/11/2025	15:28:25	1,568	102.0000	LSE	3115576

03/11/2025	15:28:25	1,406	102.0000	LSE	3115574
03/11/2025	15:30:48	700	102.0000	BATE	3122049
03/11/2025	15:33:51	555	102.0000	BATE	3127582
03/11/2025	15:33:51	69	102.0000	CHIX	3127586
03/11/2025	15:33:51	1,497	102.0000	CHIX	3127584
03/11/2025	15:34:05	745	102.0000	LSE	3127971
03/11/2025	15:34:05	195	102.0000	LSE	3127969
03/11/2025	15:34:05	1,100	102.0000	LSE	3127973
03/11/2025	15:36:05	347	102.0000	LSE	3133674
03/11/2025	15:36:05	963	102.0000	LSE	3133671
03/11/2025	15:36:05	359	102.0000	LSE	3133669
03/11/2025	15:36:15	800	101.8000	Aquis	3133973
03/11/2025	15:36:15	755	101.8000	BATE	3133967
03/11/2025	15:36:15	1,682	101.8000	LSE	3133971
03/11/2025	15:36:15	1,398	101.8000	LSE	3133969
03/11/2025	15:36:16	1,516	101.8000	Aquis	3134010
03/11/2025	15:36:16	761	101.8000	Aquis	3134008
03/11/2025	15:36:16	1,336	101.8000	BATE	3134006
03/11/2025	15:36:16	501	101.8000	BATE	3134004
03/11/2025	15:46:11	1,483	101.8000	LSE	3153861
03/11/2025	15:52:11	740	101.8000	LSE	3164410
03/11/2025	15:52:11	780	101.8000	LSE	3164412
03/11/2025	15:57:50	91	101.8000	BATE	3175432
03/11/2025	15:57:50	1,524	101.8000	BATE	3175430
03/11/2025	15:57:50	1,220	101.8000	BATE	3175434
03/11/2025	15:57:50	1,473	101.8000	LSE	3175436
03/11/2025	15:58:50	904	101.8000	LSE	3176842
03/11/2025	15:58:50	460	101.8000	LSE	3176840
03/11/2025	16:01:50	1,718	101.8000	LSE	3185977
03/11/2025	16:04:50	1,440	101.8000	LSE	3190963
03/11/2025	16:05:15	1,044	101.8000	CHIX	3194403
03/11/2025	16:07:50	1,516	101.8000	LSE	3199049
03/11/2025	16:07:51	460	101.8000	BATE	3199087
03/11/2025	16:07:51	317	101.6000	LSE	3199085
03/11/2025	16:11:53	1,099	101.8000	LSE	3208820
03/11/2025	16:12:53	490	101.8000	LSE	3210592
03/11/2025	16:12:53	401	101.8000	LSE	3210590
03/11/2025	16:21:17	258	101.8000	LSE	3232029
03/11/2025	16:22:12	79	101.8000	LSE	3233722
03/11/2025	16:22:12	133	101.8000	LSE	3233720
03/11/2025	16:23:32	117	101.8000	LSE	3236241

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