

05 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:	04 November 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	102.20
Lowest price paid per share (pence)	99.80
Volume weighted average price paid per Ordinary Share (pence)	100.8725

The Company notifies the market that at the date of this announcement the Company's issued ordinary share capital comprise 351,595,922 ordinary shares with a nominal value of 1p each ("Ordinary Shares") with each share carrying one vote. In aggregate, 450,000 Ordinary Shares are held in treasury. The number of 351,145,922 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	100.8915	70,000	99.80	102.20
BATS Europe	100.8122	15,000	100.20	101.00
Chi-X Europe	100.8819	10,000	100.40	101.00
Aquis	100.7672	5,000	100.60	100.80

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
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04/11/2025	10:22:09	1,156	100.8000	Aquis	2655738
04/11/2025	11:29:00	1,234	100.8000	Aquis	2713116
04/11/2025	14:01:33	474	100.8000	Aquis	2856475
04/11/2025	14:13:04	470	100.8000	Aquis	2872350
04/11/2025	14:30:41	215	100.8000	Aquis	2908936
04/11/2025	15:08:47	374	100.8000	Aquis	3017488
04/11/2025	15:18:35	257	100.8000	Aquis	3040125
04/11/2025	15:34:41	820	100.6000	Aquis	3075338
04/11/2025	08:21:21	1,489	101.0000	BATE	2528646
04/11/2025	10:22:09	1,449	100.8000	BATE	2655740
04/11/2025	11:15:01	176	101.0000	BATE	2701513
04/11/2025	11:29:01	1,355	100.8000	BATE	2713132
04/11/2025	11:29:01	1,335	100.8000	BATE	2713134
04/11/2025	13:31:46	1,560	101.0000	BATE	2819762
04/11/2025	13:42:24	724	101.0000	BATE	2831818
04/11/2025	14:30:41	1,542	100.8000	BATE	2908934
04/11/2025	15:18:35	1,530	100.8000	BATE	3040133
04/11/2025	15:18:35	1,277	100.8000	BATE	3040127
04/11/2025	15:18:35	1,552	100.8000	BATE	3040123
04/11/2025	16:02:58	1,011	100.2000	BATE	3135372
04/11/2025	08:21:21	1,187	101.0000	CHIX	2528648
04/11/2025	08:21:21	313	101.0000	CHIX	2528644
04/11/2025	09:52:20	1,469	100.8000	CHIX	2624535
04/11/2025	11:29:00	1,411	101.0000	CHIX	2713112
04/11/2025	13:12:17	465	101.0000	CHIX	2799397
04/11/2025	13:12:17	96	101.0000	CHIX	2799399
04/11/2025	13:31:46	549	100.8000	CHIX	2819769
04/11/2025	13:45:32	517	100.8000	CHIX	2835661
04/11/2025	14:27:32	1,459	101.0000	CHIX	2895135
04/11/2025	15:08:45	1,411	101.0000	CHIX	3017432
04/11/2025	16:02:41	1,123	100.4000	CHIX	3134979
04/11/2025	08:00:30	2,087	102.2000	LSE	2498410
04/11/2025	08:11:59	1,582	101.2000	LSE	2517733
04/11/2025	08:21:21	1,710	101.2000	LSE	2528642
04/11/2025	09:12:06	1,443	100.8000	LSE	2582812
04/11/2025	09:12:06	1,627	100.8000	LSE	2582810
04/11/2025	09:52:20	1,369	100.8000	LSE	2624537
04/11/2025	09:52:20	82	100.8000	LSE	2624539
04/11/2025	09:52:20	1,510	100.8000	LSE	2624541
04/11/2025	10:05:54	1,900	100.8000	LSE	2638699
04/11/2025	10:37:41	189	100.8000	LSE	2669842
04/11/2025	10:37:41	1,221	100.8000	LSE	2669840
04/11/2025	10:48:50	900	101.0000	LSE	2679720
04/11/2025	10:51:50	600	101.0000	LSE	2682668
04/11/2025	10:59:50	600	101.0000	LSE	2689395
04/11/2025	10:59:50	6	101.0000	LSE	2689393
04/11/2025	11:11:50	150	101.0000	LSE	2698942
04/11/2025	11:11:50	700	101.0000	LSE	2698944
04/11/2025	11:20:30	200	101.2000	LSE	2705820
04/11/2025	11:20:30	24	101.2000	LSE	2705818
04/11/2025	11:21:20	100	101.2000	LSE	2706405
04/11/2025	11:21:20	15	101.2000	LSE	2706403
04/11/2025	11:22:50	1,602	101.2000	LSE	2707618
04/11/2025	11:29:00	1,511	101.0000	LSE	2713114
04/11/2025	11:29:01	1,782	100.8000	LSE	2713136
04/11/2025	11:30:09	1,608	100.6000	LSE	2714629
04/11/2025	12:22:30	1,662	100.8000	LSE	2756563
04/11/2025	12:30:59	1,300	100.8000	LSE	2763663
04/11/2025	12:44:59	1,624	100.8000	LSE	2774406
04/11/2025	12:44:59	110	100.8000	LSE	2774404
04/11/2025	12:57:40	1,641	101.0000	LSE	2785638
04/11/2025	12:57:40	310	101.0000	LSE	2785636
04/11/2025	13:13:40	1,594	101.0000	LSE	2800619
04/11/2025	13:13:40	153	101.0000	LSE	2800617
04/11/2025	13:20:24	1,592	101.0000	LSE	2807759

04/11/2025	13:30:24	1,476	101.0000	LSE	2818315
04/11/2025	13:36:24	1,477	101.0000	LSE	2825939
04/11/2025	13:42:24	1,383	101.0000	LSE	2831816
04/11/2025	13:47:24	1,432	101.0000	LSE	2837907
04/11/2025	13:51:24	1,448	101.0000	LSE	2842759
04/11/2025	14:07:24	1,643	101.0000	LSE	2864942
04/11/2025	14:19:32	1,449	101.2000	LSE	2881566
04/11/2025	14:27:32	1,465	101.2000	LSE	2895139
04/11/2025	14:27:32	1,449	101.0000	LSE	2895137
04/11/2025	14:30:41	1,477	101.0000	LSE	2908907
04/11/2025	14:56:00	3,603	101.0000	LSE	2979611
04/11/2025	15:07:00	382	101.0000	LSE	3013231
04/11/2025	15:08:45	1,381	101.0000	LSE	3017434
04/11/2025	15:08:45	1,472	101.0000	LSE	3017437
04/11/2025	15:18:35	1,626	100.8000	LSE	3040131
04/11/2025	15:18:35	1,765	100.8000	LSE	3040129
04/11/2025	15:34:41	93	100.6000	LSE	3075340
04/11/2025	15:34:41	1,554	100.6000	LSE	3075344
04/11/2025	15:34:41	1,513	100.6000	LSE	3075342
04/11/2025	15:52:57	1,628	100.4000	LSE	3113605
04/11/2025	16:02:57	1,694	100.4000	LSE	3135368
04/11/2025	16:02:58	1,469	100.2000	LSE	3135374
04/11/2025	16:10:11	1,662	100.0000	LSE	3152756
04/11/2025	16:10:48	844	99.8000	LSE	3153963
04/11/2025	16:10:57	11	99.8000	LSE	3154167
04/11/2025	16:10:58	30	99.8000	LSE	3154206
04/11/2025	16:11:23	70	99.8000	LSE	3155024

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