

06 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:	05 November 2025
No. of Ordinary Shares purchased	120,000
Highest price paid per share (pence)	101.00
Lowest price paid per share (pence)	98.90
Volume weighted average price paid per Ordinary Share (pence)	100.1437

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, 570,000 Ordinary Shares are held in treasury. The number of 351,025,922 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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Aggregated information:

Trading venue	Volume weighted average price (pence)	Aggregated volume	Lowest Price per share	Highest Price per share
London Stock Exchange	100.1282	90,000	98.90	101.00
BATS Europe	100.1701	15,000	99.00	100.40
Chi-X Europe	100.1463	10,000	99.00	100.80
Aquis	100.3391	5,000	100.20	100.60

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
05/11/2025	08:05:34	1,967	99.7000	LSE	2603224
05/11/2025	08:38:07	106	101.0000	LSE	2643032
05/11/2025	08:38:14	643	101.0000	LSE	2643160
05/11/2025	08:38:14	1,300	101.0000	LSE	2643158
05/11/2025	08:38:14	3,496	101.0000	LSE	2643156
05/11/2025	08:41:05	1,266	100.8000	CHIX	2645895
05/11/2025	08:41:16	151	100.6000	Aquis	2645986
05/11/2025	08:41:16	1,054	100.6000	Aquis	2645980
05/11/2025	08:41:16	1,559	100.6000	LSE	2645984
05/11/2025	08:41:16	1,554	100.6000	LSE	2645982
05/11/2025	08:41:26	1,327	100.4000	BATE	2646102
05/11/2025	08:41:33	1,827	100.2000	LSE	2646213
05/11/2025	08:43:26	1,644	99.7000	LSE	2647853
05/11/2025	08:44:08	2,254	99.2000	LSE	2648437
05/11/2025	08:44:08	1,427	99.5000	LSE	2648434
05/11/2025	08:49:01	1,387	100.0000	LSE	2653938
05/11/2025	08:49:01	234	100.0000	LSE	2653936
05/11/2025	08:53:32	2,391	100.2000	LSE	2658755
05/11/2025	08:59:00	1,697	99.8000	LSE	2664489
05/11/2025	08:59:00	1,461	99.8000	LSE	2664487
05/11/2025	09:10:28	1,626	99.3000	LSE	2675757
05/11/2025	09:12:52	1,260	99.0000	BATE	2677534
05/11/2025	09:12:52	1,341	99.0000	CHIX	2677532
05/11/2025	09:12:52	1,500	99.0000	LSE	2677536
05/11/2025	09:12:52	1,404	99.0000	LSE	2677538
05/11/2025	09:27:02	1,389	98.9000	LSE	2690607
05/11/2025	10:24:52	1,649	100.4000	LSE	2742975
05/11/2025	10:24:53	1,381	100.2000	BATE	2742979
05/11/2025	10:24:53	1,592	100.2000	LSE	2742981
05/11/2025	10:40:33	1,263	100.0000	BATE	2756979
05/11/2025	10:40:33	1,643	100.0000	LSE	2756981
05/11/2025	10:54:57	655	100.0000	LSE	2768566
05/11/2025	11:09:11	858	100.0000	LSE	2780858
05/11/2025	11:40:06	20	100.4000	LSE	2805011
05/11/2025	11:50:06	76	100.4000	CHIX	2813222
05/11/2025	12:02:24	1,566	100.4000	LSE	2822675
05/11/2025	12:08:54	1,081	100.2000	Aquis	2827479
05/11/2025	12:08:54	1,311	100.2000	BATE	2827481
05/11/2025	12:08:54	1,593	100.2000	CHIX	2827483
05/11/2025	12:08:54	708	100.2000	LSE	2827487
05/11/2025	12:08:54	996	100.2000	LSE	2827489
05/11/2025	12:08:54	1,488	100.2000	LSE	2827485
05/11/2025	12:56:54	700	100.2000	LSE	2866818
05/11/2025	13:07:24	1,675	100.4000	LSE	2876594
05/11/2025	13:39:00	1,067	100.4000	Aquis	2909005
05/11/2025	13:39:00	1,512	100.4000	BATE	2909007
05/11/2025	13:39:00	1,315	100.4000	BATE	2909001
05/11/2025	13:39:00	1,489	100.4000	CHIX	2909003
05/11/2025	13:39:00	1,549	100.4000	LSE	2909013
05/11/2025	13:39:00	1,439	100.4000	LSE	2909011
05/11/2025	13:39:00	1,673	100.4000	LSE	2909009
05/11/2025	13:39:01	2,337	100.2000	LSE	2909024
05/11/2025	13:40:48	1,615	100.0000	LSE	2911370
05/11/2025	14:07:31	145	100.2000	LSE	2946494
05/11/2025	14:19:49	1,398	100.2000	CHIX	2961020
05/11/2025	14:19:49	1,420	100.2000	LSE	2961030
05/11/2025	14:19:49	1,434	100.2000	LSE	2961028
05/11/2025	14:19:49	1,394	100.2000	LSE	2961026
05/11/2025	14:19:49	1,300	100.2000	LSE	2961022
05/11/2025	14:19:49	707	100.2000	LSE	2961024
05/11/2025	14:33:20	1,420	99.9000	LSE	2990373
05/11/2025	14:33:20	1,608	99.9000	LSE	2990374

05/11/2025	14:33:20	1,030	99.9000	LSE	2990371
05/11/2025	14:46:17	122	100.0000	LSE	3023646
05/11/2025	14:46:17	957	100.0000	LSE	3023644
05/11/2025	14:46:17	400	99.9000	LSE	3023640
05/11/2025	14:46:17	1,766	100.0000	LSE	3023642
05/11/2025	15:01:16	101	99.9000	LSE	3068607
05/11/2025	15:06:41	1,037	100.2000	BATE	3084651
05/11/2025	15:10:29	5,104	100.4000	LSE	3095288
05/11/2025	15:12:29	1,322	100.4000	BATE	3099740
05/11/2025	15:12:29	1,647	100.4000	LSE	3099742
05/11/2025	15:13:44	1,049	100.2000	Aquis	3102836
05/11/2025	15:13:44	1,322	100.2000	BATE	3102832
05/11/2025	15:13:44	1,522	100.2000	CHIX	3102834
05/11/2025	15:13:44	2,376	100.2000	LSE	3102838
05/11/2025	15:51:24	598	100.2000	Aquis	3199535
05/11/2025	15:51:24	848	100.2000	BATE	3199539
05/11/2025	15:51:24	1,315	100.2000	CHIX	3199537
05/11/2025	15:51:24	1,516	100.2000	LSE	3199541
05/11/2025	15:51:24	1,497	100.2000	LSE	3199543
05/11/2025	15:51:24	127	100.2000	LSE	3199545
05/11/2025	16:11:32	1,102	100.4000	BATE	3249585
05/11/2025	16:12:38	1,523	100.4000	LSE	3251738
05/11/2025	16:13:38	1,477	100.4000	LSE	3253836
05/11/2025	16:15:02	1,609	100.2000	LSE	3260240
05/11/2025	16:15:02	1,401	100.2000	LSE	3260238
05/11/2025	16:15:02	1,686	100.2000	LSE	3260242
05/11/2025	16:18:02	4,144	100.2000	LSE	3267407

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