

07 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:	06 November 2025
No. of Ordinary Shares purchased	120,000
Highest price paid per share (pence)	99.70
Lowest price paid per share (pence)	97.40
Volume weighted average price paid per Ordinary Share (pence)	98.6634

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, 690,000 Ordinary Shares are held in treasury. The number of 350,905,922 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	98.6211	90,000	97.40	99.70
BATS Europe	98.7935	15,000	97.60	99.40
Chi-X Europe	98.8416	10,000	97.40	99.60
Aquis	98.6775	5,000	97.80	99.20

Individual transactions:

European Union (Withdrawal) Act 2016), a full breakdown of the individual trades made by CBS 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
06/11/2025	08:02:07	80	98.7000	LSE	2513809
06/11/2025	08:10:53	1,571	98.9000	LSE	2529393
06/11/2025	08:49:45	1,556	99.2000	CHIX	2573474
06/11/2025	08:49:51	504	99.1000	BATE	2573589
06/11/2025	08:57:24	1,137	99.3000	LSE	2582537
06/11/2025	08:57:24	318	99.3000	LSE	2582535
06/11/2025	09:04:00	505	99.1000	BATE	2589496
06/11/2025	09:10:06	385	99.1000	BATE	2595995
06/11/2025	09:10:06	119	99.1000	BATE	2595997
06/11/2025	09:16:12	505	99.1000	BATE	2601874
06/11/2025	09:22:33	893	99.1000	BATE	2607776
06/11/2025	09:23:14	249	99.0000	LSE	2608290
06/11/2025	09:29:19	790	99.0000	LSE	2615988
06/11/2025	09:29:19	504	99.0000	LSE	2615986
06/11/2025	10:10:42	1,721	99.3000	LSE	2656093
06/11/2025	10:12:54	357	99.3000	LSE	2657777
06/11/2025	10:13:18	827	99.2000	BATE	2658078
06/11/2025	10:13:18	504	99.2000	BATE	2658076
06/11/2025	10:13:18	69	99.2000	BATE	2658080
06/11/2025	10:22:08	504	99.0000	LSE	2666315
06/11/2025	10:22:15	1,253	99.0000	LSE	2666403
06/11/2025	10:28:36	112	99.1000	CHIX	2672015
06/11/2025	10:43:43	505	98.9000	Aquis	2685211
06/11/2025	10:52:50	505	99.1000	CHIX	2694525
06/11/2025	10:57:29	888	99.1000	Aquis	2699033
06/11/2025	10:57:29	302	99.1000	Aquis	2699029
06/11/2025	10:57:29	843	99.1000	CHIX	2699031
06/11/2025	10:57:29	202	99.2000	LSE	2699036
06/11/2025	11:02:29	1,411	99.2000	LSE	2703701
06/11/2025	11:13:14	504	99.0000	CHIX	2712722
06/11/2025	11:20:39	200	99.2000	LSE	2719239
06/11/2025	11:20:48	1,300	99.2000	LSE	2719331
06/11/2025	11:20:48	966	99.2000	LSE	2719333
06/11/2025	11:20:48	3,048	99.2000	LSE	2719329
06/11/2025	11:36:15	505	99.0000	CHIX	2731452
06/11/2025	11:42:18	454	99.0000	CHIX	2735993
06/11/2025	11:48:21	504	98.9000	BATE	2741279
06/11/2025	11:54:24	504	98.9000	BATE	2746449
06/11/2025	11:55:53	519	99.2000	LSE	2748227
06/11/2025	11:55:53	928	99.2000	LSE	2748225
06/11/2025	11:59:13	1,721	99.2000	LSE	2750384
06/11/2025	12:15:24	1,300	99.3000	LSE	2765838
06/11/2025	12:15:32	159	99.3000	LSE	2765920
06/11/2025	12:15:35	53	99.3000	LSE	2766004
06/11/2025	12:17:42	504	99.2000	Aquis	2767415
06/11/2025	12:20:30	338	99.2000	Aquis	2770102

06/11/2025	12:20:00	333	99.2000	Aquis	2771180
06/11/2025	12:21:36	333	99.2000	Aquis	2771180
06/11/2025	12:26:46	41	99.2000	Aquis	2775740
06/11/2025	12:26:46	1,556	99.1000	BATE	2775742
06/11/2025	12:26:46	1,930	99.1000	LSE	2775744
06/11/2025	12:36:02	9	98.7000	LSE	2785255
06/11/2025	12:49:35	1,623	99.3000	LSE	2796671
06/11/2025	12:49:35	1,669	99.3000	LSE	2796669
06/11/2025	12:49:35	2,600	99.3000	LSE	2796667
06/11/2025	12:57:44	300	99.5000	LSE	2804446
06/11/2025	13:09:26	637	99.7000	LSE	2816227
06/11/2025	13:09:26	3,126	99.7000	LSE	2816225
06/11/2025	13:09:27	291	99.6000	CHIX	2816238
06/11/2025	13:09:27	1,250	99.6000	CHIX	2816236
06/11/2025	13:10:39	700	99.6000	LSE	2818070
06/11/2025	13:26:29	400	99.6000	LSE	2836027
06/11/2025	13:35:21	1,376	99.4000	BATE	2848051
06/11/2025	13:35:21	90	99.4000	BATE	2848049
06/11/2025	13:35:21	1,290	99.4000	BATE	2848047
06/11/2025	13:35:21	1,698	99.4000	LSE	2848055
06/11/2025	13:35:21	2,166	99.4000	LSE	2848053
06/11/2025	13:35:22	1,999	99.1000	LSE	2848057
06/11/2025	14:01:11	700	99.0000	LSE	2883823
06/11/2025	14:07:21	505	98.8000	CHIX	2893127
06/11/2025	14:11:22	828	98.8000	CHIX	2898703
06/11/2025	14:11:22	1,687	98.8000	LSE	2898705
06/11/2025	14:14:39	31	98.9000	BATE	2902519
06/11/2025	14:14:49	1	98.9000	BATE	2902929
06/11/2025	14:17:55	504	98.6000	LSE	2907698
06/11/2025	14:23:02	504	98.6000	LSE	2915625
06/11/2025	14:25:21	1,300	98.9000	LSE	2920521
06/11/2025	14:25:21	991	98.9000	LSE	2920519
06/11/2025	14:33:36	1,468	98.9000	LSE	2943930
06/11/2025	14:33:36	2,367	99.0000	LSE	2943928
06/11/2025	14:40:11	1,465	98.9000	LSE	2965359
06/11/2025	14:40:12	1,724	98.8000	LSE	2965389
06/11/2025	14:45:21	179	98.5000	CHIX	2983201
06/11/2025	14:45:26	505	98.5000	CHIX	2983610
06/11/2025	14:49:32	700	98.6000	LSE	2994416
06/11/2025	14:49:43	712	98.5000	CHIX	2994903
06/11/2025	14:50:11	505	98.4000	BATE	2998280
06/11/2025	14:50:31	500	98.4000	BATE	2999192
06/11/2025	14:51:02	398	98.4000	BATE	2999997
06/11/2025	14:54:56	925	98.4000	BATE	3007209
06/11/2025	14:54:56	476	98.4000	BATE	3007207
06/11/2025	14:54:56	29	98.4000	BATE	3007205
06/11/2025	14:54:56	1,669	98.4000	LSE	3007213
06/11/2025	14:54:56	1,644	98.4000	LSE	3007211
06/11/2025	14:59:41	505	98.3000	Aquis	3017098
06/11/2025	14:59:42	660	98.3000	Aquis	3017109
06/11/2025	15:08:56	5	98.4000	LSE	3043016

06/11/2025	15:08:56	1,300	98.4000	LSE	3043014
06/11/2025	15:08:56	77	98.4000	LSE	3043012
06/11/2025	15:09:18	1,553	98.3000	LSE	3043737
06/11/2025	15:09:18	1,383	98.3000	LSE	3043735
06/11/2025	15:24:29	1,328	97.9000	LSE	3076304
06/11/2025	15:24:29	1	97.9000	LSE	3076302
06/11/2025	15:24:29	118	97.9000	LSE	3076300
06/11/2025	15:24:29	15	97.9000	LSE	3076298
06/11/2025	15:24:29	5	97.9000	LSE	3076296
06/11/2025	15:24:29	56	97.9000	LSE	3076294
06/11/2025	15:24:29	1,523	98.0000	LSE	3076292
06/11/2025	15:28:39	1,274	97.9000	BATE	3088151
06/11/2025	15:33:37	924	97.8000	Aquis	3099522
06/11/2025	15:33:37	1,608	97.8000	LSE	3099520
06/11/2025	15:44:23	1,251	97.4000	CHIX	3121581
06/11/2025	15:44:23	3,609	97.4000	LSE	3121583
06/11/2025	15:50:24	1,470	97.7000	LSE	3135855
06/11/2025	15:50:42	1,700	97.7000	LSE	3136295
06/11/2025	15:51:12	1,509	97.7000	LSE	3137194
06/11/2025	15:52:12	1,230	97.6000	BATE	3138667
06/11/2025	15:52:12	1,437	97.6000	LSE	3138671
06/11/2025	15:52:12	50	97.6000	LSE	3138669
06/11/2025	15:52:12	1,382	97.7000	LSE	3138652
06/11/2025	16:00:07	23	97.7000	LSE	3156446
06/11/2025	16:00:07	488	97.7000	LSE	3156444
06/11/2025	16:00:07	659	97.7000	LSE	3156442
06/11/2025	16:00:07	77	97.7000	LSE	3156440
06/11/2025	16:00:07	925	97.7000	LSE	3156438
06/11/2025	16:00:07	1,675	97.7000	LSE	3156436
06/11/2025	16:01:10	1,533	97.9000	LSE	3158922
06/11/2025	16:01:16	739	97.9000	LSE	3159099
06/11/2025	16:02:16	1,635	97.9000	LSE	3160628
06/11/2025	16:02:17	1,884	97.8000	LSE	3160650
06/11/2025	16:02:17	952	97.8000	LSE	3160648
06/11/2025	16:02:53	1,482	97.8000	LSE	3161583
06/11/2025	16:04:17	830	97.8000	LSE	3163823
06/11/2025	16:06:17	1,098	97.6000	LSE	3169153

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