

10 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:	07 November 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	97.80
Lowest price paid per share (pence)	96.70
Volume weighted average price paid per Ordinary Share (pence)	97.1578

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, 790,000 Ordinary Shares are held in treasury. The number of 350,805,922 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
Darcy Willson-Rymer, Chief Executive Officer
Matthias Seeger, Chief Financial Officer

via Teneo (below)

Teneo

+44 (0) 207 353 4200

James Macey White / Anthony Di Natale

cardfactory@teneo.com

Aggregated information:

Trading venue	Volume weighted average price (pence)	Aggregated volume	Lowest Price per share	Highest Price per share
London Stock Exchange	97.1365	70,000	96.70	97.80
BATS Europe	97.1543	15,000	96.70	97.60
Chi-X Europe	97.2850	10,000	96.90	97.60
Aquis	97.2136	5,000	96.70	97.80

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
07/11/2025	08:49:45	617	97.8000	Aquis	2673922
07/11/2025	08:49:45	386	97.8000	Aquis	2673920
07/11/2025	10:59:32	477	96.7000	Aquis	2782395
07/11/2025	10:59:37	121	96.7000	Aquis	2782464
07/11/2025	11:19:56	548	96.7000	Aquis	2800244
07/11/2025	14:30:07	1,070	97.0000	Aquis	2978038
07/11/2025	15:10:25	937	97.2000	Aquis	3081324
07/11/2025	16:00:19	54	97.5000	Aquis	3177426
07/11/2025	16:00:19	695	97.5000	Aquis	3177430
07/11/2025	16:00:19	95	97.5000	Aquis	3177428
07/11/2025	09:43:26	879	97.4000	BATE	2719809
07/11/2025	09:43:26	423	97.4000	BATE	2719811
07/11/2025	09:43:26	1,369	97.6000	BATE	2719801
07/11/2025	10:35:01	1,417	97.2000	BATE	2762812
07/11/2025	11:19:56	242	96.7000	BATE	2800256
07/11/2025	11:19:56	94	96.7000	BATE	2800248
07/11/2025	11:19:56	519	96.7000	BATE	2800246
07/11/2025	11:19:56	45	96.7000	BATE	2800254
07/11/2025	11:19:56	93	96.7000	BATE	2800250
07/11/2025	11:19:56	33	96.7000	BATE	2800252
07/11/2025	11:19:56	396	96.7000	BATE	2800242
07/11/2025	11:19:56	78	96.7000	BATE	2800239
07/11/2025	11:54:40	1,452	96.9000	BATE	2825334
07/11/2025	13:29:32	1,284	97.0000	BATE	2900217
07/11/2025	13:38:46	285	96.7000	BATE	2910328
07/11/2025	14:19:09	110	96.8000	BATE	2957177
07/11/2025	14:20:13	82	97.1000	BATE	2959543
07/11/2025	14:21:50	246	97.1000	BATE	2961219
07/11/2025	14:26:00	1,432	97.1000	BATE	2967244
07/11/2025	14:29:57	65	97.0000	BATE	2972087
07/11/2025	14:29:57	13	97.0000	BATE	2972085
07/11/2025	14:29:57	98	97.0000	BATE	2972083
07/11/2025	14:29:57	50	97.0000	BATE	2972081
07/11/2025	14:30:07	350	97.0000	BATE	2978040
07/11/2025	14:30:07	907	97.0000	BATE	2978036
07/11/2025	15:06:41	1,448	97.4000	BATE	3073461
07/11/2025	16:01:31	639	97.4000	BATE	3179623
07/11/2025	16:01:36	167	97.4000	BATE	3179734
07/11/2025	16:02:01	784	97.4000	BATE	3180205
07/11/2025	08:49:45	903	97.6000	CHIX	2673928
07/11/2025	08:49:45	597	97.6000	CHIX	2673924
07/11/2025	09:43:29	1,528	97.2000	CHIX	2719844
07/11/2025	12:27:07	1,364	97.0000	CHIX	2847714
07/11/2025	14:30:07	192	96.9000	CHIX	2978052
07/11/2025	14:30:56	242	96.9000	CHIX	2981540
07/11/2025	14:30:56	820	96.9000	CHIX	2981537
07/11/2025	15:00:50	1,567	97.5000	CHIX	3060139
07/11/2025	15:27:50	97	97.3000	CHIX	3116507
07/11/2025	15:27:50	78	97.3000	CHIX	3116505
07/11/2025	15:27:52	414	97.3000	CHIX	3116529
07/11/2025	15:53:30	1,503	97.4000	CHIX	3163072
07/11/2025	16:01:31	695	97.3000	CHIX	3179621
07/11/2025	08:49:45	1,401	97.8000	LSE	2673926
07/11/2025	09:43:26	1,300	97.6000	LSE	2719803
07/11/2025	09:43:26	89	97.6000	LSE	2719805

07/11/2025	09:43:26	1,472	97.6000	LSE	2719807
07/11/2025	09:43:29	939	97.2000	LSE	2719846
07/11/2025	09:43:40	1,030	97.2000	LSE	2719998
07/11/2025	10:10:36	790	97.0000	LSE	2742153
07/11/2025	10:35:01	313	97.0000	LSE	2762820
07/11/2025	10:35:01	829	97.2000	LSE	2762814
07/11/2025	10:35:01	756	97.2000	LSE	2762816
07/11/2025	10:43:26	315	97.0000	LSE	2768582
07/11/2025	10:46:42	99	97.0000	LSE	2771448
07/11/2025	11:05:08	1,230	96.8000	LSE	2788122
07/11/2025	11:11:37	238	96.8000	LSE	2793108
07/11/2025	11:11:39	10	96.8000	LSE	2793118
07/11/2025	11:15:01	718	96.8000	LSE	2796494
07/11/2025	11:15:01	939	96.8000	LSE	2796492
07/11/2025	11:15:01	17	96.8000	LSE	2796490
07/11/2025	11:52:03	70	96.9000	LSE	2823845
07/11/2025	11:54:40	1,662	96.9000	LSE	2825338
07/11/2025	11:54:40	396	96.9000	LSE	2825336
07/11/2025	12:27:07	1,300	97.0000	LSE	2847716
07/11/2025	12:27:07	1,386	97.0000	LSE	2847720
07/11/2025	12:27:07	285	97.0000	LSE	2847718
07/11/2025	12:34:43	100	96.7000	LSE	2853717
07/11/2025	12:42:46	332	97.0000	LSE	2859943
07/11/2025	12:42:46	1,375	97.0000	LSE	2859941
07/11/2025	12:44:50	100	96.9000	LSE	2861314
07/11/2025	12:50:27	78	96.9000	LSE	2866613
07/11/2025	12:50:38	351	96.9000	LSE	2866999
07/11/2025	12:58:26	200	96.9000	LSE	2872803
07/11/2025	12:58:28	1,149	96.9000	LSE	2872814
07/11/2025	12:58:28	814	96.9000	LSE	2872816
07/11/2025	12:58:30	213	96.9000	LSE	2872850
07/11/2025	12:59:42	171	96.9000	LSE	2873748
07/11/2025	12:59:42	357	96.9000	LSE	2873746
07/11/2025	13:06:34	1,440	96.9000	LSE	2880074
07/11/2025	13:29:32	1,487	97.0000	LSE	2900219
07/11/2025	13:30:11	55	96.9000	LSE	2901350
07/11/2025	13:30:23	1,005	96.9000	LSE	2901639
07/11/2025	13:33:29	1,550	96.9000	LSE	2904257
07/11/2025	13:33:29	53	96.9000	LSE	2904255
07/11/2025	13:33:29	1,590	96.9000	LSE	2904253
07/11/2025	13:38:44	1,613	96.8000	LSE	2910318
07/11/2025	13:48:08	506	96.7000	LSE	2920107
07/11/2025	14:00:39	71	96.7000	LSE	2934876
07/11/2025	14:03:55	1,018	97.0000	LSE	2938590
07/11/2025	14:03:55	1,375	97.0000	LSE	2938588
07/11/2025	14:03:55	220	97.0000	LSE	2938560
07/11/2025	14:03:57	508	97.0000	LSE	2938655
07/11/2025	14:03:57	77	97.0000	LSE	2938653
07/11/2025	14:14:09	1,495	97.0000	LSE	2951323
07/11/2025	14:14:09	78	97.0000	LSE	2951321
07/11/2025	14:19:11	710	97.0000	LSE	2957197
07/11/2025	14:19:23	629	97.1000	LSE	2957400
07/11/2025	14:19:23	320	97.1000	LSE	2957398
07/11/2025	14:20:03	330	97.1000	LSE	2959369
07/11/2025	14:20:03	1,110	97.1000	LSE	2959371
07/11/2025	14:20:03	195	97.1000	LSE	2959367
07/11/2025	14:22:13	41	97.1000	LSE	2961629
07/11/2025	14:22:13	67	97.1000	LSE	2961627
07/11/2025	14:27:13	1,634	97.1000	LSE	2968497
07/11/2025	14:30:56	640	97.0000	LSE	2981549
07/11/2025	14:30:56	2,165	97.0000	LSE	2981551
07/11/2025	14:33:53	74	97.1000	LSE	2989423
07/11/2025	14:33:53	1,300	97.1000	LSE	2989421
07/11/2025	14:33:53	178	97.1000	LSE	2989419
07/11/2025	14:34:07	220	97.1000	LSE	2990085
07/11/2025	14:34:08	1,520	97.0000	LSE	2990112

07/11/2025	14:34:00	1,320	97.0000	LSE	2990142
07/11/2025	14:34:33	70	96.8000	LSE	2991377
07/11/2025	14:35:11	111	96.8000	LSE	2995247
07/11/2025	14:35:44	53	96.8000	LSE	2996344
07/11/2025	14:42:03	1,418	97.2000	LSE	3010713
07/11/2025	14:44:23	976	97.2000	LSE	3015772
07/11/2025	14:44:23	512	97.2000	LSE	3015770
07/11/2025	14:44:37	120	97.2000	LSE	3016340
07/11/2025	14:47:03	118	97.3000	LSE	3023516
07/11/2025	14:49:24	180	97.4000	LSE	3029058
07/11/2025	14:49:24	1,224	97.4000	LSE	3029056
07/11/2025	14:51:17	400	97.2000	LSE	3034670
07/11/2025	15:00:03	339	97.5000	LSE	3056049
07/11/2025	15:00:03	1,300	97.5000	LSE	3056047
07/11/2025	15:09:42	1,718	97.3000	LSE	3078443
07/11/2025	15:09:42	1,659	97.3000	LSE	3078441
07/11/2025	15:10:20	14	97.2000	LSE	3081195
07/11/2025	15:27:52	810	97.2000	LSE	3116527
07/11/2025	15:39:06	88	97.2000	LSE	3137647
07/11/2025	15:53:24	1,101	97.5000	LSE	3162909
07/11/2025	15:53:24	5,200	97.5000	LSE	3162907
07/11/2025	15:53:30	694	97.4000	LSE	3163076
07/11/2025	15:53:30	293	97.3000	LSE	3163074
07/11/2025	16:01:36	65	97.3000	LSE	3179732
07/11/2025	16:02:33	279	97.4000	LSE	3181120
07/11/2025	16:03:00	1,464	97.3000	LSE	3182013
07/11/2025	16:04:06	693	97.2000	LSE	3183716
07/11/2025	16:04:06	1,003	97.2000	LSE	3183714

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

POSUBUBRVUARAA