

11 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:	10 November 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	99.40
Lowest price paid per share (pence)	98.10
Volume weighted average price paid per Ordinary Share (pence)	98.7965

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, 890,000 Ordinary Shares are held in treasury. The number of 350,705,922 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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Matthias Seeger, Chief Financial Officer

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	98.8319	70,000	98.10	99.40
BATS Europe	98.8016	15,000	98.20	99.10
Chi-X Europe	98.5818	10,000	98.20	99.10
Aquis	98.7147	5,000	98.40	99.00

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
10/11/2025	10:25:03	1,139	99.1000	Aquis	2919303
10/11/2025	11:20:09	12	99.0000	Aquis	2963952
10/11/2025	13:58:14	1,235	98.8000	Aquis	3108676
10/11/2025	14:31:11	205	98.8000	Aquis	3161484
10/11/2025	14:31:11	205	98.8000	Aquis	3161482
10/11/2025	14:55:30	1,108	98.5000	Aquis	3230242
10/11/2025	16:09:11	1,096	98.4000	Aquis	3382402
10/11/2025	10:25:03	1,311	99.1000	BATE	2919311
10/11/2025	10:25:03	802	99.1000	BATE	2919307
10/11/2025	10:25:03	697	99.1000	BATE	2919305
10/11/2025	10:25:03	1,405	99.1000	BATE	2919301
10/11/2025	12:50:06	5	98.9000	BATE	3036499
10/11/2025	12:50:06	1,455	98.9000	BATE	3036497
10/11/2025	13:13:53	273	98.7000	BATE	3056895
10/11/2025	13:16:33	262	98.7000	BATE	3059727
10/11/2025	13:23:00	882	98.7000	BATE	3065893
10/11/2025	13:23:20	1,033	98.6000	BATE	3066159
10/11/2025	14:11:29	650	98.6000	BATE	3127293
10/11/2025	14:11:29	740	98.6000	BATE	3127291
10/11/2025	14:11:29	426	98.6000	BATE	3127289
10/11/2025	15:19:45	343	98.2000	BATE	3284480
10/11/2025	15:40:11	82	98.5000	BATE	3327763
10/11/2025	15:51:41	2,272	98.8000	BATE	3350504
10/11/2025	15:51:41	120	98.8000	BATE	3350500
10/11/2025	15:51:41	18	98.8000	BATE	3350498
10/11/2025	16:04:30	1,286	98.6000	BATE	3373423
10/11/2025	16:06:30	938	98.6000	BATE	3377997
10/11/2025	10:26:50	272	99.1000	CHIX	2920511
10/11/2025	13:11:41	78	98.8000	CHIX	3054336
10/11/2025	13:30:10	1	98.7000	CHIX	3073927
10/11/2025	13:58:27	1,351	98.7000	CHIX	3108892
10/11/2025	13:58:27	131	98.7000	CHIX	3108888
10/11/2025	13:58:27	2,809	98.7000	CHIX	3108890
10/11/2025	14:31:11	1,194	98.6000	CHIX	3161496
10/11/2025	14:31:49	283	98.6000	CHIX	3163178
10/11/2025	14:40:22	330	98.3000	CHIX	3186329
10/11/2025	14:40:33	1,025	98.3000	CHIX	3186787
10/11/2025	15:03:35	350	98.2000	CHIX	3250627
10/11/2025	15:10:35	347	98.2000	CHIX	3268051
10/11/2025	15:17:21	521	98.2000	CHIX	3281009
10/11/2025	15:57:11	1,308	98.7000	CHIX	3359538
10/11/2025	08:07:20	904	98.4000	LSE	2786995
10/11/2025	08:12:42	656	98.8000	LSE	2796297
10/11/2025	08:16:57	3,534	98.8000	LSE	2800314
10/11/2025	08:16:57	1,654	98.8000	LSE	2800312
10/11/2025	08:23:50	1,189	98.1000	LSE	2806828
10/11/2025	10:25:03	2,245	99.1000	LSE	2919315
10/11/2025	10:25:03	1,658	99.1000	LSE	2919313
10/11/2025	10:25:03	8,076	99.1000	LSE	2919309
10/11/2025	11:18:49	1,338	99.4000	LSE	2962299
10/11/2025	11:18:49	1,679	99.4000	LSE	2962297
10/11/2025	11:18:49	1,082	99.4000	LSE	2962295
10/11/2025	11:48:13	1,597	99.3000	LSE	2984640
10/11/2025	11:59:36	1,540	99.3000	LSE	2993269
10/11/2025	11:59:36	179	99.3000	LSE	2993267

10/11/2025	11:59:36	1,300	99.3000	LSE	2993265
10/11/2025	12:10:09	103	99.1000	LSE	3006441
10/11/2025	12:28:56	55	99.1000	LSE	3018115
10/11/2025	12:28:56	1,300	99.1000	LSE	3018113
10/11/2025	12:28:56	249	99.1000	LSE	3018111
10/11/2025	12:48:06	1,300	98.9000	LSE	3034361
10/11/2025	12:48:06	571	98.9000	LSE	3034363
10/11/2025	13:28:41	114	98.7000	LSE	3071581
10/11/2025	13:28:41	365	98.7000	LSE	3071579
10/11/2025	13:58:27	1,634	98.7000	LSE	3108900
10/11/2025	13:58:27	1,452	98.7000	LSE	3108898
10/11/2025	13:58:27	1,662	98.7000	LSE	3108896
10/11/2025	13:58:27	1,539	98.7000	LSE	3108894
10/11/2025	14:08:24	400	98.7000	LSE	3122846
10/11/2025	14:11:24	1,697	98.7000	LSE	3127134
10/11/2025	14:17:04	310	98.7000	LSE	3134447
10/11/2025	14:17:04	1,300	98.7000	LSE	3134445
10/11/2025	14:31:11	1,505	98.7000	LSE	3161476
10/11/2025	14:31:11	1,328	98.7000	LSE	3161474
10/11/2025	14:31:11	371	98.7000	LSE	3161472
10/11/2025	14:31:11	1,520	98.7000	LSE	3161478
10/11/2025	14:31:11	1,543	98.7000	LSE	3161480
10/11/2025	14:32:41	558	98.5000	LSE	3165444
10/11/2025	14:35:10	242	98.5000	LSE	3174605
10/11/2025	14:36:55	496	98.5000	LSE	3177771
10/11/2025	14:39:12	723	98.5000	LSE	3181923
10/11/2025	14:39:12	931	98.5000	LSE	3181921
10/11/2025	14:39:12	369	98.5000	LSE	3181919
10/11/2025	14:50:40	174	98.7000	LSE	3218248
10/11/2025	14:50:40	1,300	98.7000	LSE	3218246
10/11/2025	14:55:30	1,552	98.5000	LSE	3230246
10/11/2025	14:55:30	1,712	98.5000	LSE	3230244
10/11/2025	15:06:30	1,335	98.4000	LSE	3258696
10/11/2025	15:10:00	100	98.4000	LSE	3266004
10/11/2025	15:10:00	269	98.4000	LSE	3266000
10/11/2025	15:23:28	69	98.6000	LSE	3292194
10/11/2025	15:26:28	1,625	98.6000	LSE	3301996
10/11/2025	15:31:13	217	98.7000	LSE	3310712
10/11/2025	15:35:29	1,583	98.7000	LSE	3318960
10/11/2025	15:35:29	51	98.7000	LSE	3318958
10/11/2025	15:35:29	1,242	98.7000	LSE	3318956
10/11/2025	15:41:24	1,308	98.6000	LSE	3329589
10/11/2025	15:41:41	9	98.6000	LSE	3329895
10/11/2025	15:51:41	1,443	98.8000	LSE	3350506
10/11/2025	15:51:41	544	98.8000	LSE	3350502
10/11/2025	15:56:40	454	98.8000	LSE	3358752
10/11/2025	15:56:40	444	98.8000	LSE	3358750
10/11/2025	15:56:40	539	98.8000	LSE	3358748
10/11/2025	15:56:40	394	98.8000	LSE	3358746
10/11/2025	15:56:40	165	98.8000	LSE	3358744
10/11/2025	16:03:24	688	98.6000	LSE	3371832
10/11/2025	16:03:24	515	98.6000	LSE	3371830

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