

12 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:	11 November 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	100.00
Lowest price paid per share (pence)	97.40
Volume weighted average price paid per Ordinary Share (pence)	98.9437

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, 990,000 Ordinary Shares are held in treasury. The number of 350,605,922 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	98.9193	69,500	97.40	100.00
BATS Europe	99.0051	15,000	97.70	99.80
Chi-X Europe	98.9713	10,500	97.40	99.90
Aquis	99.0398	5,000	97.90	99.80

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
11/11/2025	09:27:30	904	98.8000	Aquis	2765702
11/11/2025	12:02:09	1,173	97.9000	Aquis	2932772
11/11/2025	14:42:44	1,210	99.5000	Aquis	3144956
11/11/2025	15:06:00	495	99.5000	Aquis	3208314
11/11/2025	15:12:34	522	99.5000	Aquis	3221182
11/11/2025	15:44:12	696	99.8000	Aquis	3290817
11/11/2025	10:17:33	296	98.2000	BATE	2825773
11/11/2025	10:18:05	1,613	98.5000	BATE	2826323
11/11/2025	10:47:06	100	98.2000	BATE	2858918
11/11/2025	10:47:07	1,431	98.3000	BATE	2858938
11/11/2025	11:07:42	1,431	98.1000	BATE	2879365
11/11/2025	12:20:43	78	97.8000	BATE	2947466
11/11/2025	12:20:47	1,175	97.7000	BATE	2947496
11/11/2025	13:59:06	1,300	99.2000	BATE	3061749
11/11/2025	14:00:12	157	99.2000	BATE	3064014
11/11/2025	14:55:12	452	99.5000	BATE	3178217
11/11/2025	14:58:03	1,114	99.5000	BATE	3184186
11/11/2025	14:58:10	122	99.5000	BATE	3184380
11/11/2025	15:12:34	439	99.5000	BATE	3221160
11/11/2025	15:12:34	387	99.5000	BATE	3221156
11/11/2025	15:18:59	1,289	99.7000	BATE	3233658
11/11/2025	15:18:59	234	99.7000	BATE	3233656
11/11/2025	15:18:59	78	99.7000	BATE	3233654
11/11/2025	15:18:59	78	99.7000	BATE	3233652
11/11/2025	15:18:59	78	99.7000	BATE	3233650
11/11/2025	15:18:59	78	99.7000	BATE	3233648
11/11/2025	15:18:59	153	99.7000	BATE	3233646
11/11/2025	15:44:12	808	99.8000	BATE	3290825
11/11/2025	15:44:12	1,296	99.8000	BATE	3290821
11/11/2025	15:51:17	813	99.6000	BATE	3305839
11/11/2025	09:14:47	1,052	98.7000	CHIX	2750360
11/11/2025	09:24:42	393	98.7000	CHIX	2762249
11/11/2025	09:34:10	1,362	98.6000	CHIX	2774288
11/11/2025	10:55:09	18	98.1000	CHIX	2867811
11/11/2025	11:07:42	1,338	98.1000	CHIX	2879363
11/11/2025	12:41:55	1	97.4000	CHIX	2968889
11/11/2025	12:41:59	571	97.4000	CHIX	2968914
11/11/2025	12:42:26	1	97.4000	CHIX	2969306
11/11/2025	13:28:56	616	98.9000	CHIX	3019746
11/11/2025	14:00:12	1,267	99.2000	CHIX	3064016
11/11/2025	14:00:12	91	99.2000	CHIX	3064012
11/11/2025	14:45:40	1,170	99.5000	CHIX	3153059
11/11/2025	15:37:40	947	99.8000	CHIX	3278487
11/11/2025	15:44:12	537	99.8000	CHIX	3290819
11/11/2025	15:51:17	636	99.6000	CHIX	3305841
11/11/2025	16:25:05	500	99.9000	CHIX	3388316
11/11/2025	09:14:47	1,705	98.8000	LSE	2750358
11/11/2025	09:34:10	229	98.7000	LSE	2774292
11/11/2025	09:34:10	800	98.7000	LSE	2774290
11/11/2025	09:49:55	1,000	98.6000	LSE	2795490
11/11/2025	09:51:27	500	98.5000	LSE	2797443
11/11/2025	09:51:27	128	98.5000	LSE	2797441
11/11/2025	09:51:27	95	98.5000	LSE	2797439
11/11/2025	09:58:50	1,380	98.5000	LSE	2805586
11/11/2025	09:59:03	229	98.5000	LSE	2805785

11/11/2025	09:59:03	151	98.5000	LSE	2805787
11/11/2025	09:59:44	941	98.5000	LSE	2806475
11/11/2025	10:00:10	1,274	98.5000	LSE	2807423
11/11/2025	10:00:10	543	98.5000	LSE	2807421
11/11/2025	10:00:10	690	98.5000	LSE	2807419
11/11/2025	10:08:44	1,961	98.4000	LSE	2815344
11/11/2025	10:09:38	88	98.4000	LSE	2816264
11/11/2025	10:47:06	200	98.3000	LSE	2858916
11/11/2025	10:47:09	100	98.3000	LSE	2858953
11/11/2025	11:02:16	300	98.3000	LSE	2874685
11/11/2025	11:41:58	3,143	98.3000	LSE	2915108
11/11/2025	11:41:58	1,066	98.3000	LSE	2915106
11/11/2025	12:02:08	500	98.2000	LSE	2932769
11/11/2025	12:02:09	1,711	97.9000	LSE	2932776
11/11/2025	12:02:09	1,961	98.0000	LSE	2932774
11/11/2025	12:03:06	1,715	97.8000	LSE	2933451
11/11/2025	12:32:30	958	97.4000	LSE	2959310
11/11/2025	12:41:55	998	97.4000	LSE	2968885
11/11/2025	12:41:55	2,005	97.4000	LSE	2968887
11/11/2025	12:49:00	499	97.6000	LSE	2975653
11/11/2025	12:49:45	210	97.6000	LSE	2976529
11/11/2025	12:49:45	1,300	97.6000	LSE	2976527
11/11/2025	13:14:57	1,645	98.8000	LSE	3005028
11/11/2025	13:15:37	14	98.9000	LSE	3006195
11/11/2025	13:18:00	1,047	99.0000	LSE	3008149
11/11/2025	13:18:00	2,600	99.0000	LSE	3008147
11/11/2025	13:25:53	1,940	99.1000	LSE	3016877
11/11/2025	13:28:52	1,822	98.9000	LSE	3019680
11/11/2025	13:56:08	3,240	99.3000	LSE	3057974
11/11/2025	14:02:24	500	99.3000	LSE	3066551
11/11/2025	14:42:01	1,438	99.4000	LSE	3143563
11/11/2025	14:42:01	354	99.4000	LSE	3143561
11/11/2025	14:42:01	2,007	99.4000	LSE	3143559
11/11/2025	14:42:01	1,824	99.4000	LSE	3143557
11/11/2025	14:42:01	1,699	99.4000	LSE	3143555
11/11/2025	14:51:23	1,641	99.6000	LSE	3169445
11/11/2025	14:51:23	1,623	99.6000	LSE	3169443
11/11/2025	14:55:41	1,030	99.6000	LSE	3179208
11/11/2025	14:55:41	907	99.6000	LSE	3179206
11/11/2025	15:10:40	1,624	99.7000	LSE	3218095
11/11/2025	15:12:34	653	99.5000	LSE	3221162
11/11/2025	15:12:34	992	99.5000	LSE	3221158
11/11/2025	15:12:34	1,624	99.5000	LSE	3221154
11/11/2025	15:25:30	527	100.0000	LSE	3253051
11/11/2025	15:25:30	1,264	100.0000	LSE	3253049
11/11/2025	15:31:59	923	100.0000	LSE	3266256
11/11/2025	15:31:59	775	100.0000	LSE	3266254
11/11/2025	15:37:40	46	99.8000	LSE	3278493
11/11/2025	15:37:40	31	99.8000	LSE	3278495
11/11/2025	15:37:40	176	99.8000	LSE	3278491
11/11/2025	15:37:40	77	99.8000	LSE	3278489
11/11/2025	15:44:12	1,256	99.8000	LSE	3290829
11/11/2025	15:44:12	1,717	99.8000	LSE	3290827
11/11/2025	15:44:12	77	99.8000	LSE	3290823
11/11/2025	15:51:17	1,971	99.5000	LSE	3305843
11/11/2025	15:57:59	494	99.5000	LSE	3319236
11/11/2025	16:24:57	1,432	99.9000	LSE	3386154
11/11/2025	16:24:57	130	99.9000	LSE	3386156

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