

13 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:	12 November 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	99.80
Lowest price paid per share (pence)	97.40
Volume weighted average price paid per Ordinary Share (pence)	98.3134

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, 1,090,000 Ordinary Shares are held in treasury. The number of 350,505,922 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	98.3549	70,000	97.40	99.80
BATS Europe	98.2060	15,000	97.40	99.20
Chi-X Europe	98.2502	10,000	97.40	99.00
Aquis	98.1821	5,000	97.40	98.60

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
12/11/2025	11:15:10	1,110	98.7000	Aquis	2947213
12/11/2025	11:49:38	1,184	98.6000	Aquis	2977839
12/11/2025	14:12:38	1,160	98.2000	Aquis	3127993
12/11/2025	15:10:47	653	97.5000	Aquis	3269613
12/11/2025	15:24:47	625	97.4000	Aquis	3297759
12/11/2025	15:50:34	163	97.6000	Aquis	3355098
12/11/2025	15:54:00	1	97.6000	Aquis	3360063
12/11/2025	16:00:49	71	97.6000	Aquis	3376427
12/11/2025	16:04:44	33	97.6000	Aquis	3383319
12/11/2025	10:11:47	1,814	99.2000	BATE	2885381
12/11/2025	11:25:47	755	98.7000	BATE	2956823
12/11/2025	11:30:09	593	98.7000	BATE	2960841
12/11/2025	11:49:38	1,105	98.6000	BATE	2977837
12/11/2025	11:49:38	182	98.6000	BATE	2977835
12/11/2025	11:49:54	1	98.5000	BATE	2978012
12/11/2025	11:53:43	237	98.5000	BATE	2981226
12/11/2025	13:08:43	1,400	98.5000	BATE	3053947
12/11/2025	13:08:43	96	98.5000	BATE	3053949
12/11/2025	14:09:55	1,468	98.2000	BATE	3123634
12/11/2025	14:12:43	728	97.9000	BATE	3128109
12/11/2025	14:12:43	755	97.9000	BATE	3128103
12/11/2025	14:13:32	1,400	97.7000	BATE	3129009
12/11/2025	14:17:17	154	97.7000	BATE	3134699
12/11/2025	15:00:29	1,224	97.9000	BATE	3242968
12/11/2025	15:06:55	855	97.8000	BATE	3261125
12/11/2025	15:06:55	513	97.8000	BATE	3261123
12/11/2025	15:51:34	786	97.5000	BATE	3356685
12/11/2025	15:59:17	934	97.4000	BATE	3370251
12/11/2025	10:14:51	556	98.8000	CHIX	2887667
12/11/2025	10:38:57	1,415	99.0000	CHIX	2910453
12/11/2025	10:38:57	1,561	99.0000	CHIX	2910451
12/11/2025	12:52:03	1,416	98.7000	CHIX	3037050
12/11/2025	14:30:57	1,154	97.6000	CHIX	3160226
12/11/2025	14:33:29	411	97.6000	CHIX	3167109
12/11/2025	14:33:29	834	97.6000	CHIX	3167111
12/11/2025	14:59:04	1,282	97.9000	CHIX	3235982
12/11/2025	15:35:22	1,371	97.4000	CHIX	3323700
12/11/2025	10:11:16	1,647	99.6000	LSE	2884955
12/11/2025	10:11:16	897	99.8000	LSE	2884953
12/11/2025	10:11:16	4,057	99.8000	LSE	2884951
12/11/2025	10:11:47	809	99.2000	LSE	2885387
12/11/2025	10:11:47	950	99.2000	LSE	2885385
12/11/2025	10:11:47	1,763	99.2000	LSE	2885383
12/11/2025	10:31:53	1,126	98.9000	LSE	2904628
12/11/2025	10:38:57	1,756	99.0000	LSE	2910455
12/11/2025	11:10:29	1,937	99.0000	LSE	2942348
12/11/2025	11:15:10	1,978	98.9000	LSE	2947217
12/11/2025	11:15:10	1,848	98.9000	LSE	2947215
12/11/2025	11:15:11	2,019	98.7000	LSE	2947220
12/11/2025	11:25:47	1,033	98.7000	LSE	2956825
12/11/2025	11:25:47	1,706	98.7000	LSE	2956821
12/11/2025	11:30:09	871	98.7000	LSE	2960843
12/11/2025	11:40:56	182	98.7000	LSE	2970367
12/11/2025	11:49:34	1,400	98.7000	LSE	2977792
12/11/2025	11:49:34	173	98.7000	LSE	2977794

12/11/2025	12:42:52	1,106	98.6000	LSE	3027402
12/11/2025	12:42:52	816	98.6000	LSE	3027400
12/11/2025	12:42:52	1,976	98.6000	LSE	3027398
12/11/2025	12:52:56	2,386	98.5000	LSE	3037770
12/11/2025	13:29:13	485	98.5000	LSE	3074064
12/11/2025	13:41:11	871	98.3000	LSE	3088700
12/11/2025	13:41:11	771	98.3000	LSE	3088698
12/11/2025	14:06:05	29	98.3000	LSE	3119935
12/11/2025	14:08:33	1,673	98.3000	LSE	3122345
12/11/2025	14:12:38	1,974	98.1000	LSE	3127997
12/11/2025	14:12:38	1,702	98.1000	LSE	3127995
12/11/2025	14:12:43	395	98.0000	LSE	3128105
12/11/2025	14:12:43	1,818	98.0000	LSE	3128107
12/11/2025	14:32:35	1,213	97.8000	LSE	3164704
12/11/2025	14:32:35	1,400	97.8000	LSE	3164702
12/11/2025	14:32:35	655	97.8000	LSE	3164700
12/11/2025	14:32:36	1,672	97.7000	LSE	3164729
12/11/2025	14:40:35	1,895	97.7000	LSE	3188285
12/11/2025	14:40:35	1,933	97.7000	LSE	3188283
12/11/2025	14:55:11	788	98.0000	LSE	3227935
12/11/2025	14:55:11	11	98.0000	LSE	3227933
12/11/2025	14:55:11	743	98.0000	LSE	3227931
12/11/2025	14:55:11	82	98.0000	LSE	3227929
12/11/2025	14:55:15	1,620	97.8000	LSE	3228040
12/11/2025	14:55:36	1,065	97.8000	LSE	3228936
12/11/2025	14:59:04	537	97.9000	LSE	3235984
12/11/2025	14:59:04	1,367	97.9000	LSE	3235980
12/11/2025	15:06:55	1,944	97.7000	LSE	3261121
12/11/2025	15:35:22	222	97.4000	LSE	3323714
12/11/2025	15:35:22	1,400	97.4000	LSE	3323711
12/11/2025	15:35:22	1,745	97.4000	LSE	3323706
12/11/2025	15:35:22	511	97.4000	LSE	3323704
12/11/2025	15:35:22	1,214	97.4000	LSE	3323702
12/11/2025	15:50:05	1,132	97.5000	LSE	3354342
12/11/2025	15:50:05	446	97.6000	LSE	3354340
12/11/2025	15:50:05	1,400	97.6000	LSE	3354338
12/11/2025	16:01:44	1,682	97.5000	LSE	3378124
12/11/2025	16:04:44	1,169	97.5000	LSE	3383317

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