

17 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:	14 November 2025
No. of Ordinary Shares purchased	120,000
Highest price paid per share (pence)	96.80
Lowest price paid per share (pence)	95.70
Volume weighted average price paid per Ordinary Share (pence)	96.2126

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, 1,310,000 Ordinary Shares are held in treasury. The number of 350,285,922 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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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	96.2105	90,000	95.70	96.80
BATS Europe	96.2066	15,000	95.70	96.70
Chi-X Europe	96.1793	10,000	95.90	96.70
Aquis	96.3356	5,000	95.90	96.70

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
14/11/2025	09:00:31	1,167	96.1000	Aquis	2541249
14/11/2025	12:54:50	1,018	95.9000	Aquis	2758896
14/11/2025	14:59:30	1,083	96.7000	Aquis	2954233
14/11/2025	14:59:30	132	96.7000	Aquis	2954231
14/11/2025	15:21:44	63	96.7000	Aquis	3018853
14/11/2025	15:26:26	638	96.5000	Aquis	3030638
14/11/2025	16:07:19	899	96.5000	Aquis	3127331
14/11/2025	09:58:58	600	96.2000	BATE	2595193
14/11/2025	10:07:41	783	96.2000	BATE	2602998
14/11/2025	11:02:29	1,396	96.2000	BATE	2651855
14/11/2025	11:02:29	149	96.2000	BATE	2651853
14/11/2025	11:46:48	1,284	95.9000	BATE	2694707
14/11/2025	11:46:48	201	95.9000	BATE	2694703
14/11/2025	11:49:57	1,452	95.7000	BATE	2697303
14/11/2025	13:45:55	894	96.0000	BATE	2815321
14/11/2025	14:07:25	540	95.9000	BATE	2845048
14/11/2025	14:11:41	615	95.9000	BATE	2850753
14/11/2025	14:11:41	172	95.9000	BATE	2850751
14/11/2025	14:17:50	1,352	96.3000	BATE	2858201
14/11/2025	14:26:00	383	96.2000	BATE	2870535
14/11/2025	14:26:00	1,033	96.2000	BATE	2870533
14/11/2025	15:21:44	1,407	96.6000	BATE	3018851
14/11/2025	15:28:11	472	96.4000	BATE	3033650
14/11/2025	15:45:10	1,487	96.7000	BATE	3073755
14/11/2025	15:55:19	780	96.6000	BATE	3098467
14/11/2025	09:01:00	1,362	95.9000	CHIX	2541734
14/11/2025	10:05:05	589	96.2000	CHIX	2601165
14/11/2025	10:06:55	264	96.2000	CHIX	2602420
14/11/2025	10:07:41	537	96.2000	CHIX	2603000
14/11/2025	11:02:27	169	95.9000	CHIX	2651828
14/11/2025	11:13:03	2	95.9000	CHIX	2663618
14/11/2025	11:46:48	1,385	95.9000	CHIX	2694705
14/11/2025	13:45:50	174	95.9000	CHIX	2815207
14/11/2025	14:27:35	34	96.1000	CHIX	2871977
14/11/2025	14:27:35	1,364	96.1000	CHIX	2871979
14/11/2025	14:31:38	1,499	95.9000	CHIX	2885841
14/11/2025	15:30:50	1,295	96.7000	CHIX	3041358
14/11/2025	15:53:19	1,326	96.7000	CHIX	3092629
14/11/2025	08:10:03	711	95.7000	LSE	2485388
14/11/2025	08:10:03	1,400	95.7000	LSE	2485386
14/11/2025	08:13:58	2,107	95.9000	LSE	2490824
14/11/2025	08:19:34	158	95.7000	LSE	2497326
14/11/2025	08:19:37	2,028	95.7000	LSE	2497401
14/11/2025	08:57:11	2,060	96.3000	LSE	2537565
14/11/2025	09:00:31	239	96.1000	LSE	2541253
14/11/2025	09:00:31	1,618	96.1000	LSE	2541251
14/11/2025	09:54:48	1,876	96.4000	LSE	2591728
14/11/2025	09:54:48	2,206	96.4000	LSE	2591726
14/11/2025	09:54:48	751	96.4000	LSE	2591724
14/11/2025	10:11:01	433	96.2000	LSE	2605697
14/11/2025	10:11:01	1,249	96.2000	LSE	2605695
14/11/2025	10:11:01	191	96.2000	LSE	2605693
14/11/2025	10:11:01	900	96.2000	LSE	2605691
14/11/2025	10:15:18	1,701	96.0000	LSE	2609208
14/11/2025	10:18:12	5	96.0000	LSE	2611383

14/11/2025	10:18:12	159	96.0000	LSE	2611381
14/11/2025	10:19:13	1	96.0000	LSE	2612260
14/11/2025	10:35:52	1,211	96.0000	LSE	2626604
14/11/2025	10:54:44	1,992	96.0000	LSE	2642551
14/11/2025	10:54:44	744	96.0000	LSE	2642549
14/11/2025	10:54:44	1	96.0000	LSE	2642547
14/11/2025	11:04:42	807	96.1000	LSE	2653489
14/11/2025	11:33:39	85	96.0000	LSE	2682410
14/11/2025	11:33:59	600	96.0000	LSE	2682592
14/11/2025	11:34:05	137	96.0000	LSE	2682665
14/11/2025	11:34:20	100	96.0000	LSE	2682811
14/11/2025	11:36:34	400	96.0000	LSE	2685438
14/11/2025	11:38:55	321	96.0000	LSE	2687014
14/11/2025	11:39:36	1,594	96.0000	LSE	2687567
14/11/2025	11:39:36	199	96.0000	LSE	2687565
14/11/2025	11:39:36	301	96.0000	LSE	2687563
14/11/2025	11:49:57	2,212	95.8000	LSE	2697305
14/11/2025	12:18:42	495	95.8000	LSE	2724836
14/11/2025	12:18:42	1,400	95.8000	LSE	2724834
14/11/2025	12:18:42	1,907	95.8000	LSE	2724832
14/11/2025	12:36:00	1,880	95.9000	LSE	2741876
14/11/2025	12:49:00	1,939	95.9000	LSE	2753994
14/11/2025	12:54:51	300	96.0000	LSE	2758919
14/11/2025	12:54:51	351	96.0000	LSE	2758917
14/11/2025	12:54:51	59	96.0000	LSE	2758915
14/11/2025	12:54:51	98	96.0000	LSE	2758913
14/11/2025	13:04:25	1	95.8000	LSE	2767540
14/11/2025	13:28:39	33	95.8000	LSE	2792005
14/11/2025	13:29:08	52	95.8000	LSE	2792368
14/11/2025	13:29:27	16	95.8000	LSE	2792618
14/11/2025	13:34:27	3,778	96.1000	LSE	2799330
14/11/2025	13:34:27	1,400	96.1000	LSE	2799328
14/11/2025	13:35:01	400	96.1000	LSE	2802163
14/11/2025	13:36:31	2,102	96.0000	LSE	2803488
14/11/2025	13:55:47	1,844	96.1000	LSE	2828979
14/11/2025	13:55:48	2,090	96.0000	LSE	2829017
14/11/2025	14:11:41	1,867	95.9000	LSE	2850755
14/11/2025	14:16:11	1,648	96.4000	LSE	2856556
14/11/2025	14:16:11	144	96.4000	LSE	2856554
14/11/2025	14:17:51	675	96.3000	LSE	2858232
14/11/2025	14:17:51	1,400	96.3000	LSE	2858230
14/11/2025	14:23:51	1,810	96.3000	LSE	2866479
14/11/2025	14:31:38	1,811	96.0000	LSE	2885839
14/11/2025	14:46:58	552	96.4000	LSE	2926680
14/11/2025	14:46:58	1,400	96.4000	LSE	2926678
14/11/2025	14:50:57	1,944	96.4000	LSE	2937440
14/11/2025	14:58:01	68	96.7000	LSE	2951696
14/11/2025	14:58:01	98	96.7000	LSE	2951694
14/11/2025	14:59:30	1,977	96.7000	LSE	2954235
14/11/2025	14:59:30	700	96.8000	LSE	2954229
14/11/2025	14:59:30	818	96.8000	LSE	2954227
14/11/2025	15:00:32	436	96.6000	LSE	2964483
14/11/2025	15:00:32	1,400	96.6000	LSE	2964481
14/11/2025	15:09:32	78	96.5000	LSE	2988187
14/11/2025	15:19:13	101	96.5000	LSE	3011503
14/11/2025	15:21:45	95	96.6000	LSE	3018877
14/11/2025	15:22:04	803	96.6000	LSE	3019359
14/11/2025	15:22:04	1,239	96.6000	LSE	3019357
14/11/2025	15:22:04	1,337	96.6000	LSE	3019355
14/11/2025	15:22:05	99	96.6000	LSE	3019380
14/11/2025	15:23:46	1,199	96.6000	LSE	3022456
14/11/2025	15:26:26	1,888	96.5000	LSE	3030640
14/11/2025	15:39:24	1,176	96.6000	LSE	3059313
14/11/2025	15:40:48	900	96.6000	LSE	3063908
14/11/2025	15:47:19	66	96.7000	LSE	3079147

14/11/2025	15:50:37	1,490	96.7000	LSE	3087931
14/11/2025	15:50:37	352	96.7000	LSE	3087933
14/11/2025	15:53:35	559	96.6000	LSE	3093102
14/11/2025	15:55:19	1,740	96.6000	LSE	3098473
14/11/2025	15:55:19	926	96.6000	LSE	3098471
14/11/2025	15:55:19	392	96.6000	LSE	3098469
14/11/2025	16:01:53	2,021	96.3000	LSE	3116058
14/11/2025	16:09:33	895	96.3000	LSE	3131210
14/11/2025	16:11:15	700	96.4000	LSE	3136776
14/11/2025	16:11:15	327	96.4000	LSE	3136774
14/11/2025	16:11:16	765	96.4000	LSE	3136794
14/11/2025	16:11:16	21	96.4000	LSE	3136791
14/11/2025	16:11:16	164	96.4000	LSE	3136789
14/11/2025	16:13:20	812	96.4000	LSE	3140674
14/11/2025	16:13:56	58	96.4000	LSE	3141779
14/11/2025	16:16:11	407	96.5000	LSE	3149125

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