

19 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:	18 November 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	95.60
Lowest price paid per share (pence)	94.70
Volume weighted average price paid per Ordinary Share (pence)	95.2176

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, 1,510,000 Ordinary Shares are held in treasury. The number of 350,085,922 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)

Teneo

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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	95.2007	70,000	95.00	95.50
BATS Europe	95.2165	15,000	94.70	95.60
Chi-X Europe	95.3279	10,000	95.10	95.60
Aquis	95.2374	5,000	95.00	95.50

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
18/11/2025	08:51:24	796	95.1000	Aquis	2722394
18/11/2025	08:51:24	1,360	95.3000	CHIX	2722390
18/11/2025	08:51:24	2,203	95.3000	LSE	2722392
18/11/2025	08:51:34	297	95.1000	Aquis	2722510
18/11/2025	09:23:41	1,272	95.1000	CHIX	2755349
18/11/2025	09:23:41	2,252	95.2000	LSE	2755347
18/11/2025	09:37:09	1,395	94.9000	BATE	2769900
18/11/2025	09:37:09	1,997	95.0000	LSE	2769904
18/11/2025	09:37:09	112	95.0000	LSE	2769902
18/11/2025	09:45:33	480	95.1000	LSE	2779523
18/11/2025	09:45:35	555	95.1000	LSE	2779534
18/11/2025	09:46:08	1,292	95.1000	LSE	2780026
18/11/2025	09:46:08	400	95.1000	LSE	2780024
18/11/2025	09:47:33	14	95.1000	LSE	2781111
18/11/2025	09:47:34	20	95.1000	LSE	2781123
18/11/2025	09:47:47	1,199	95.1000	LSE	2781293
18/11/2025	09:51:28	280	95.1000	LSE	2784606
18/11/2025	09:51:28	191	95.1000	LSE	2784595
18/11/2025	10:10:37	2,013	95.1000	LSE	2803411
18/11/2025	10:10:37	1,013	95.1000	LSE	2803409
18/11/2025	10:10:37	2,104	95.1000	LSE	2803407
18/11/2025	10:10:37	909	95.1000	LSE	2803405
18/11/2025	10:10:37	491	95.1000	LSE	2803403
18/11/2025	10:14:41	1,307	94.7000	BATE	2806710
18/11/2025	10:46:26	8	95.1000	LSE	2835616
18/11/2025	10:47:01	1	95.1000	LSE	2836229
18/11/2025	10:58:59	847	95.1000	LSE	2849993
18/11/2025	10:59:35	755	95.1000	LSE	2850496
18/11/2025	11:09:57	2,274	95.3000	LSE	2858782
18/11/2025	11:09:58	568	95.2000	LSE	2858784
18/11/2025	11:10:02	1,406	95.2000	LSE	2859352
18/11/2025	11:10:55	2,354	95.3000	LSE	2859825
18/11/2025	11:13:21	2,068	95.2000	LSE	2861546
18/11/2025	11:15:40	112	95.3000	BATE	2864160
18/11/2025	11:15:40	1,051	95.3000	BATE	2864164
18/11/2025	11:15:40	144	95.3000	BATE	2864162
18/11/2025	11:18:40	1,168	95.1000	BATE	2866115
18/11/2025	11:22:30	389	95.1000	BATE	2869099
18/11/2025	11:23:15	2,033	95.0000	LSE	2869606
18/11/2025	12:15:09	2,106	95.0000	LSE	2910659
18/11/2025	12:30:55	362	95.1000	BATE	2924556
18/11/2025	12:45:44	1,334	95.5000	CHIX	2938340
18/11/2025	12:45:44	2,237	95.4000	LSE	2938342
18/11/2025	12:46:10	450	95.3000	Aquis	2938584
18/11/2025	12:51:13	575	95.3000	Aquis	2943279
18/11/2025	12:51:13	1,474	95.3000	BATE	2943281
18/11/2025	12:51:13	500	95.3000	LSE	2943285

18/11/2025	12:51:13	1,400	95.3000	LSE	2943283
18/11/2025	12:51:14	1,334	95.2000	CHIX	2943296
18/11/2025	12:51:15	2,066	95.1000	LSE	2943312
18/11/2025	12:59:28	398	95.0000	LSE	2950855
18/11/2025	13:02:13	1,550	95.0000	LSE	2954666
18/11/2025	13:45:49	207	95.5000	Aquis	3001029
18/11/2025	13:45:49	1,437	95.5000	CHIX	3001017
18/11/2025	13:45:49	2,314	95.3000	LSE	3001027
18/11/2025	13:45:49	2,002	95.5000	LSE	3001019
18/11/2025	13:59:17	512	95.2000	LSE	3017146
18/11/2025	14:12:35	1,664	95.2000	LSE	3036563
18/11/2025	14:15:49	207	95.4000	Aquis	3041635
18/11/2025	14:20:38	1,993	95.2000	LSE	3048987
18/11/2025	14:20:39	321	95.2000	LSE	3049007
18/11/2025	14:20:50	307	95.4000	BATE	3049384
18/11/2025	14:21:10	207	95.3000	Aquis	3049711
18/11/2025	14:21:50	1,304	95.3000	BATE	3050431
18/11/2025	14:22:51	207	95.3000	Aquis	3051571
18/11/2025	14:24:10	385	95.3000	BATE	3053253
18/11/2025	14:38:48	292	95.5000	LSE	3090294
18/11/2025	14:38:48	515	95.5000	LSE	3090292
18/11/2025	14:45:20	91	95.5000	CHIX	3107989
18/11/2025	14:47:00	1,469	95.5000	BATE	3111854
18/11/2025	14:47:35	1,911	95.5000	LSE	3113662
18/11/2025	14:49:28	80	95.3000	LSE	3118815
18/11/2025	14:51:32	1,149	95.4000	Aquis	3124546
18/11/2025	14:51:32	2,122	95.4000	LSE	3124548
18/11/2025	15:03:13	1,389	95.6000	BATE	3157918
18/11/2025	15:03:13	1,293	95.6000	CHIX	3157916
18/11/2025	15:03:13	2,289	95.5000	LSE	3157920
18/11/2025	15:11:52	2,341	95.2000	LSE	3185983
18/11/2025	15:17:48	82	95.1000	LSE	3198849
18/11/2025	15:24:33	114	95.3000	LSE	3212976
18/11/2025	15:24:33	470	95.3000	LSE	3212974
18/11/2025	15:24:33	182	95.3000	LSE	3212972
18/11/2025	15:24:33	1,375	95.3000	LSE	3212970
18/11/2025	15:29:13	1,320	95.3000	BATE	3224923
18/11/2025	15:30:02	826	95.2000	CHIX	3228278
18/11/2025	15:30:02	822	95.1000	CHIX	3228282
18/11/2025	15:30:02	2,143	95.2000	LSE	3228280
18/11/2025	15:35:32	52	95.0000	LSE	3239619
18/11/2025	15:35:32	539	95.0000	LSE	3239617
18/11/2025	15:39:22	1,469	95.0000	LSE	3245876
18/11/2025	15:48:21	905	95.0000	Aquis	3267615
18/11/2025	15:48:21	2,172	95.0000	LSE	3267617
18/11/2025	16:00:05	231	95.1000	CHIX	3296341
18/11/2025	16:00:05	665	95.1000	LSE	3296345
18/11/2025	16:00:05	1,368	95.1000	LSE	3296343
18/11/2025	16:03:05	917	95.1000	LSE	3302329
18/11/2025	16:03:19	1,251	95.1000	BATE	3302690
18/11/2025	16:14:31	173	95.2000	BATE	3327487

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