

20 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:	19 November 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	96.30
Lowest price paid per share (pence)	94.00
Volume weighted average price paid per Ordinary Share (pence)	95.6948

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, 1,610,000 Ordinary Shares are held in treasury. The number of 349,985,922 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:

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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	95.6672	71,387	94.50	96.30
BATS Europe	95.6559	13,613	94.00	95.90
Chi-X Europe	95.8823	10,000	95.20	96.20
Aquis	95.8204	5,000	95.70	96.00

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
19/11/2025	08:12:32	1,275	95.2000	CHIX	2387435
19/11/2025	08:12:32	2,470	95.2000	LSE	2387437
19/11/2025	08:12:51	2,420	94.5000	LSE	2387698
19/11/2025	08:12:52	1,227	94.0000	BATE	2387715
19/11/2025	08:23:10	3,501	95.2000	LSE	2398736
19/11/2025	08:26:22	3,304	95.3000	LSE	2402010
19/11/2025	08:26:24	1,911	95.1000	LSE	2402025
19/11/2025	08:27:56	2,165	94.8000	LSE	2403421
19/11/2025	08:46:15	2,034	95.3000	LSE	2421065
19/11/2025	08:46:16	1,861	95.1000	LSE	2421075
19/11/2025	08:46:16	2,083	95.1000	LSE	2421073
19/11/2025	09:14:05	1,000	95.8000	BATE	2447749
19/11/2025	09:14:05	2,175	95.8000	LSE	2447751
19/11/2025	09:14:17	264	95.8000	BATE	2447900
19/11/2025	09:15:01	26	95.6000	LSE	2449068
19/11/2025	09:15:35	1,438	95.6000	LSE	2449719
19/11/2025	09:46:13	2,080	96.0000	LSE	2480017
19/11/2025	09:46:43	864	95.9000	BATE	2480453
19/11/2025	09:47:17	470	95.9000	BATE	2480914
19/11/2025	09:47:17	3,635	96.0000	LSE	2480921
19/11/2025	09:47:17	2,135	95.8000	LSE	2480916
19/11/2025	10:54:24	214	95.8000	LSE	2540204
19/11/2025	10:54:24	377	95.8000	LSE	2540201
19/11/2025	11:01:06	257	96.0000	Aquis	2547265
19/11/2025	11:15:09	1	96.1000	CHIX	2559485
19/11/2025	11:41:05	258	96.2000	CHIX	2582603
19/11/2025	11:41:05	327	96.2000	CHIX	2582601
19/11/2025	12:08:34	1,227	96.1000	CHIX	2604756
19/11/2025	12:08:41	1	96.0000	LSE	2604806
19/11/2025	12:12:46	1,222	96.0000	CHIX	2608435
19/11/2025	12:12:46	2,030	96.0000	LSE	2608433
19/11/2025	12:16:51	1,401	95.9000	BATE	2612069
19/11/2025	12:16:58	229	95.8000	LSE	2612140
19/11/2025	12:17:30	739	95.8000	LSE	2612477
19/11/2025	12:17:30	1,348	95.8000	LSE	2612475
19/11/2025	12:21:43	1,368	95.7000	BATE	2616205
19/11/2025	12:21:43	1,962	95.8000	LSE	2616203
19/11/2025	12:29:43	1,012	95.7000	Aquis	2622232
19/11/2025	13:22:22	1,979	96.0000	LSE	2673205
19/11/2025	13:54:50	2,000	96.2000	LSE	2713071

19/11/2025	13:54:51	1	96.2000	LSE	2713073
19/11/2025	13:55:10	60	96.2000	LSE	2714464
19/11/2025	13:58:07	1,764	96.2000	LSE	2717455
19/11/2025	13:58:07	186	96.2000	LSE	2717452
19/11/2025	14:10:00	1,520	95.8000	BATE	2734193
19/11/2025	14:10:00	1,739	96.0000	CHIX	2734191
19/11/2025	14:10:00	1,898	95.8000	LSE	2734195
19/11/2025	14:10:10	654	95.7000	CHIX	2734563
19/11/2025	14:10:44	1,195	95.9000	Aquis	2735148
19/11/2025	14:11:25	136	95.7000	CHIX	2735871
19/11/2025	14:11:25	484	95.7000	CHIX	2735868
19/11/2025	14:15:10	49	95.7000	CHIX	2740544
19/11/2025	14:19:32	1,106	95.7000	Aquis	2745626
19/11/2025	14:33:45	911	95.5000	LSE	2778302
19/11/2025	14:39:14	1,305	95.8000	BATE	2793385
19/11/2025	14:39:14	2,236	95.8000	LSE	2793387
19/11/2025	14:46:32	156	95.7000	LSE	2812620
19/11/2025	14:46:32	2,000	95.7000	LSE	2812618
19/11/2025	14:46:32	1,006	95.8000	LSE	2812616
19/11/2025	14:48:56	271	95.6000	LSE	2818772
19/11/2025	14:59:25	254	95.9000	LSE	2843111
19/11/2025	15:10:13	88	96.2000	LSE	2874480
19/11/2025	15:10:13	482	96.2000	LSE	2874478
19/11/2025	15:10:13	690	96.2000	LSE	2874476
19/11/2025	15:12:34	1,291	95.9000	BATE	2879953
19/11/2025	15:12:34	1,360	95.9000	BATE	2879951
19/11/2025	15:12:34	1,758	95.9000	LSE	2879955
19/11/2025	15:19:13	2,177	96.3000	LSE	2893360
19/11/2025	15:24:08	1,104	96.0000	LSE	2903150
19/11/2025	15:24:08	763	96.0000	LSE	2903148
19/11/2025	15:35:13	1,264	96.0000	CHIX	2928310
19/11/2025	15:38:13	1,364	96.0000	CHIX	2933030
19/11/2025	15:38:13	172	96.1000	LSE	2933032
19/11/2025	15:38:13	1,037	96.2000	LSE	2933034
19/11/2025	15:38:13	985	96.2000	LSE	2933036
19/11/2025	15:49:35	601	95.9000	Aquis	2953347
19/11/2025	15:49:35	27	95.9000	Aquis	2953343
19/11/2025	15:49:35	24	95.9000	Aquis	2953341
19/11/2025	15:49:35	81	96.0000	LSE	2953337
19/11/2025	15:49:35	900	96.0000	LSE	2953335
19/11/2025	15:49:35	964	96.0000	LSE	2953333
19/11/2025	15:49:35	92	95.9000	LSE	2953331
19/11/2025	15:49:35	1	95.9000	LSE	2953329
19/11/2025	16:01:24	890	95.7000	BATE	2980473
19/11/2025	16:02:35	209	95.9000	Aquis	2982597
19/11/2025	16:02:43	653	95.7000	BATE	2982858
19/11/2025	16:02:43	2,193	95.7000	LSE	2982860
19/11/2025	16:10:44	428	95.8000	LSE	2999958
19/11/2025	16:11:24	569	95.9000	Aquis	3001066
19/11/2025	16:12:52	155	95.8000	LSE	3003839

19/11/2025	16:13:42	1,000	95.7000	LSE	3005056
19/11/2025	16:16:01	70	95.9000	LSE	3011757
19/11/2025	16:20:42	86	95.9000	LSE	3022821
19/11/2025	16:20:42	30	95.9000	LSE	3022819
19/11/2025	16:20:42	196	95.9000	LSE	3022817
19/11/2025	16:23:55	459	96.1000	LSE	3029113
19/11/2025	16:23:55	323	96.1000	LSE	3029111
19/11/2025	16:23:55	293	96.1000	LSE	3029109

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