

24 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:	21 November 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	96.70
Lowest price paid per share (pence)	95.60
Volume weighted average price paid per Ordinary Share (pence)	96.1679

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, 1,810,000 Ordinary Shares are held in treasury. The number of 349,785,922 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
Darcy Willson-Rymer, Chief Executive Officer
Matthias Seeger, Chief Financial Officer

via Teneo (below)

Teneo

+44 (0) 207 353 4200

James Macey White / Anthony Di Natale

cardfactory@teneo.com

Aggregated information:

Trading venue	Volume weighted average price (pence)	Aggregated volume	Lowest Price per share	Highest Price per share
London Stock Exchange	96.1778	70,080	95.60	96.70
BATS Europe	96.1673	15,000	95.60	96.40
Chi-X Europe	96.1836	10,000	96.00	96.60
Aquis	95.9977	4,920	95.80	96.20

Individual transactions:

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
21/11/2025	08:16:06	2,066	95.6000	LSE	3200620
21/11/2025	08:16:06	113	95.6000	LSE	3200618
21/11/2025	08:54:24	20	96.3000	LSE	3236708
21/11/2025	09:20:30	178	96.6000	LSE	3262478
21/11/2025	09:21:36	1,858	96.6000	LSE	3263693
21/11/2025	09:21:36	78	96.6000	LSE	3263691
21/11/2025	09:24:52	2	96.6000	LSE	3266403
21/11/2025	09:35:16	2,023	96.6000	LSE	3277165
21/11/2025	09:43:26	1,178	96.2000	Aquis	3285201
21/11/2025	09:43:26	2,283	96.2000	LSE	3285205
21/11/2025	09:43:26	1,439	96.2000	BATE	3285203
21/11/2025	09:54:41	2,032	96.4000	LSE	3295299
21/11/2025	09:59:33	673	96.3000	LSE	3299628
21/11/2025	09:59:41	1,416	96.3000	LSE	3299785
21/11/2025	10:03:02	83	96.3000	BATE	3303571
21/11/2025	10:03:02	83	96.3000	BATE	3303569
21/11/2025	10:18:39	120	96.2000	LSE	3320297
21/11/2025	10:18:39	370	96.2000	LSE	3320295
21/11/2025	10:42:30	1,528	96.3000	CHIX	3343168
21/11/2025	10:44:22	1,433	96.3000	BATE	3344270
21/11/2025	10:44:44	83	96.3000	BATE	3344509
21/11/2025	10:44:44	996	96.3000	BATE	3344507
21/11/2025	10:44:46	1,000	96.2000	LSE	3344553
21/11/2025	10:45:14	700	96.2000	LSE	3345377
21/11/2025	10:45:21	100	96.2000	LSE	3345434
21/11/2025	10:49:21	1,431	96.0000	CHIX	3347934
21/11/2025	10:55:42	2,254	96.1000	LSE	3354715
21/11/2025	11:06:24	2,077	96.0000	LSE	3364319
21/11/2025	11:10:28	500	96.0000	CHIX	3368318
21/11/2025	11:11:07	970	96.0000	CHIX	3368882
21/11/2025	11:26:12	2,042	96.1000	LSE	3381235
21/11/2025	12:06:32	2,071	95.8000	LSE	3412172
21/11/2025	12:09:47	249	95.8000	Aquis	3414082
21/11/2025	12:09:47	1,296	95.7000	BATE	3414080
21/11/2025	12:23:04	2,009	95.8000	LSE	3424986
21/11/2025	12:23:04	1,135	95.8000	Aquis	3424984
21/11/2025	12:34:01	16	95.8000	LSE	3435487
21/11/2025	12:51:11	1,103	96.1000	LSE	3450745
21/11/2025	12:51:11	1,000	96.1000	LSE	3450743
21/11/2025	12:55:10	30	96.0000	LSE	3454191
21/11/2025	13:03:02	2,225	96.2000	LSE	3460506
21/11/2025	13:04:48	2,163	96.1000	LSE	3461531
21/11/2025	13:04:48	1,402	96.1000	CHIX	3461529
21/11/2025	13:04:48	1,306	96.1000	BATE	3461527
21/11/2025	13:26:42	455	96.4000	LSE	3479591
21/11/2025	13:26:42	455	96.4000	LSE	3479590

21/11/2025	13:20:42	1,213	96.4000	LSE	3479589
21/11/2025	13:41:12	1,486	96.4000	BATE	3494764
21/11/2025	13:41:12	2,011	96.5000	LSE	3494762
21/11/2025	13:54:35	1,936	96.4000	LSE	3507387
21/11/2025	13:54:35	1,394	96.4000	BATE	3507385
21/11/2025	14:02:41	2,043	96.6000	LSE	3517348
21/11/2025	14:02:41	1,393	96.6000	CHIX	3517346
21/11/2025	14:02:41	2,271	96.7000	LSE	3517341
21/11/2025	14:13:00	1,095	96.2000	Aquis	3529483
21/11/2025	14:13:00	1,469	96.3000	BATE	3529481
21/11/2025	14:13:00	2,028	96.3000	LSE	3529485
21/11/2025	14:31:27	1,321	95.6000	LSE	3559629
21/11/2025	14:56:30	1,188	96.4000	LSE	3618312
21/11/2025	14:56:30	1,000	96.4000	LSE	3618310
21/11/2025	15:11:00	1,353	96.5000	LSE	3653580
21/11/2025	15:11:00	500	96.5000	LSE	3653578
21/11/2025	15:11:17	300	96.5000	LSE	3654117
21/11/2025	15:11:17	102	96.5000	LSE	3654119
21/11/2025	15:20:12	2,153	96.3000	LSE	3672842
21/11/2025	15:20:12	2,495	96.3000	LSE	3672833
21/11/2025	15:20:12	497	96.3000	LSE	3672835
21/11/2025	15:20:12	1,338	96.3000	CHIX	3672828
21/11/2025	15:20:44	1,379	96.1000	BATE	3673748
21/11/2025	15:39:17	1	96.0000	LSE	3715281
21/11/2025	15:39:58	1,714	96.0000	LSE	3716322
21/11/2025	15:39:58	2,066	96.0000	LSE	3716320
21/11/2025	15:39:58	262	96.0000	LSE	3716318
21/11/2025	15:48:58	1,548	96.1000	BATE	3734350
21/11/2025	15:48:58	955	96.1000	LSE	3734348
21/11/2025	15:48:58	971	96.1000	LSE	3734352
21/11/2025	15:51:46	637	95.9000	Aquis	3741005
21/11/2025	15:51:46	2,081	95.9000	LSE	3741007
21/11/2025	15:58:45	626	95.8000	Aquis	3753674
21/11/2025	15:58:47	522	95.6000	BATE	3753723
21/11/2025	15:58:51	2,189	95.6000	LSE	3753852
21/11/2025	16:11:53	1,871	96.0000	LSE	3782752
21/11/2025	16:13:13	1,000	96.0000	LSE	3784823
21/11/2025	16:13:13	483	96.0000	BATE	3784821
21/11/2025	16:13:13	1,146	96.0000	LSE	3784825
21/11/2025	16:18:46	1,430	96.0000	CHIX	3798723
21/11/2025	16:18:46	856	96.0000	LSE	3798725
21/11/2025	16:18:46	8	96.0000	CHIX	3798721
21/11/2025	16:26:20	80	96.1000	LSE	3817744

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

POSUARBRVUUAUAA