

26 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:	25 November 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	96.20
Lowest price paid per share (pence)	95.00
Volume weighted average price paid per Ordinary Share (pence)	95.5798

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, 2,010,000 Ordinary Shares are held in treasury. The number of 349,585,922 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	95.5499	70,000	95.00	96.10
BATS Europe	95.6960	15,000	95.50	96.20
Chi-X Europe	95.6084	10,000	95.00	95.90
Aquis	95.5930	5,000	95.10	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
25/11/2025	09:35:32	1,249	95.1000	Aquis	2829465
25/11/2025	12:09:00	153	95.8000	Aquis	2936709
25/11/2025	12:17:57	146	95.7000	Aquis	2942812
25/11/2025	12:17:57	225	95.7000	Aquis	2942814
25/11/2025	12:31:34	1,064	95.4000	Aquis	2952070
25/11/2025	15:07:37	435	95.7000	Aquis	3201162
25/11/2025	15:21:07	1,055	96.0000	Aquis	3231510
25/11/2025	15:42:41	279	96.0000	Aquis	3275202
25/11/2025	15:42:41	78	96.0000	Aquis	3275200
25/11/2025	16:11:10	181	96.0000	Aquis	3337335
25/11/2025	16:11:10	109	96.0000	Aquis	3337333
25/11/2025	16:11:10	26	96.0000	Aquis	3337337
25/11/2025	12:17:57	913	95.5000	BATE	2942816
25/11/2025	12:17:57	637	95.5000	BATE	2942818
25/11/2025	13:34:15	3,905	95.5000	BATE	3016532
25/11/2025	13:34:15	941	95.5000	BATE	3016530
25/11/2025	13:49:38	1,152	95.7000	BATE	3033080
25/11/2025	13:53:22	90	95.7000	BATE	3037517
25/11/2025	14:02:37	1,404	95.7000	BATE	3047131
25/11/2025	14:02:37	278	95.7000	BATE	3047129
25/11/2025	14:39:41	1,495	95.7000	BATE	3112852
25/11/2025	15:00:32	1,494	95.8000	BATE	3181333
25/11/2025	15:48:00	1,314	96.2000	BATE	3288526
25/11/2025	16:04:27	1,377	96.0000	BATE	3321559
25/11/2025	08:07:09	1,550	95.0000	CHIX	2747923
25/11/2025	11:13:40	1,364	95.7000	CHIX	2901064
25/11/2025	13:07:25	125	95.4000	CHIX	2990246
25/11/2025	13:43:22	1,000	95.8000	CHIX	3026482
25/11/2025	13:43:22	1,000	95.8000	CHIX	3026480
25/11/2025	13:43:22	18	95.8000	CHIX	3026484
25/11/2025	14:02:37	1,422	95.8000	CHIX	3047126
25/11/2025	14:30:25	375	95.3000	CHIX	3089166
25/11/2025	14:47:51	1,543	95.5000	CHIX	3135922
25/11/2025	15:48:42	784	95.9000	CHIX	3289362
25/11/2025	15:56:45	443	95.9000	CHIX	3306325
25/11/2025	16:04:59	3	95.9000	CHIX	3322190
25/11/2025	16:06:07	373	95.9000	CHIX	3326271
25/11/2025	08:00:21	39	95.3000	LSE	2737845
25/11/2025	08:01:23	2,354	95.2000	LSE	2741168
25/11/2025	08:02:26	2,125	95.2000	LSE	2742791
25/11/2025	08:07:09	1,971	95.2000	LSE	2747921
25/11/2025	08:15:03	2,160	95.0000	LSE	2757777
25/11/2025	08:47:03	2,180	95.7000	LSE	2786549
25/11/2025	08:47:03	2,133	95.5000	LSE	2786547
25/11/2025	09:03:02	1,878	95.1000	LSE	2800980
25/11/2025	09:03:02	2,104	95.1000	LSE	2800978
25/11/2025	09:35:28	2,258	95.1000	LSE	2829424
25/11/2025	09:42:26	2,135	95.1000	LSE	2835796
25/11/2025	09:42:41	152	95.1000	LSE	2835990
25/11/2025	09:46:01	178	95.2000	LSE	2838736
25/11/2025	09:46:01	696	95.2000	LSE	2838734
25/11/2025	09:46:01	130	95.2000	LSE	2838732
25/11/2025	09:46:11	197	95.2000	LSE	2838970
25/11/2025	09:58:55	2,448	95.2000	LSE	2847933

25/11/2025	10:50:23	436	95.4000	LSE	2885363
25/11/2025	10:50:30	584	95.4000	LSE	2885477
25/11/2025	10:50:58	12	95.4000	LSE	2885705
25/11/2025	10:55:46	867	95.4000	LSE	2889107
25/11/2025	10:55:46	412	95.4000	LSE	2889109
25/11/2025	11:14:17	2,247	95.7000	LSE	2901583
25/11/2025	11:25:10	2,092	95.7000	LSE	2908855
25/11/2025	11:45:24	189	95.6000	LSE	2921480
25/11/2025	12:02:49	641	95.6000	LSE	2932532
25/11/2025	12:11:22	1	95.6000	LSE	2938678
25/11/2025	12:17:57	2,008	95.6000	LSE	2942810
25/11/2025	12:17:57	993	95.6000	LSE	2942808
25/11/2025	12:18:14	264	95.4000	LSE	2942932
25/11/2025	12:31:34	1,983	95.4000	LSE	2952072
25/11/2025	12:45:39	1,919	95.4000	LSE	2969180
25/11/2025	13:35:53	295	95.5000	LSE	3019686
25/11/2025	13:36:06	268	95.5000	LSE	3019814
25/11/2025	13:36:07	675	95.5000	LSE	3019821
25/11/2025	13:52:54	2,730	95.7000	LSE	3037194
25/11/2025	14:02:37	2,173	95.7000	LSE	3047133
25/11/2025	14:11:59	2,038	95.3000	LSE	3059623
25/11/2025	14:38:41	309	95.7000	LSE	3110101
25/11/2025	14:40:05	2,471	95.5000	LSE	3115005
25/11/2025	15:00:03	2,225	96.0000	LSE	3175866
25/11/2025	15:13:04	1,897	95.9000	LSE	3212509
25/11/2025	15:16:22	715	96.1000	LSE	3219320
25/11/2025	15:16:22	163	96.1000	LSE	3219318
25/11/2025	15:16:22	6	96.1000	LSE	3219316
25/11/2025	15:21:07	2,405	96.0000	LSE	3231512
25/11/2025	15:23:18	2,311	95.9000	LSE	3234419
25/11/2025	15:41:32	2,081	96.0000	LSE	3273446
25/11/2025	15:48:42	2,032	96.0000	LSE	3289360
25/11/2025	15:58:19	267	96.0000	LSE	3308591
25/11/2025	16:01:38	1,000	96.1000	LSE	3316990
25/11/2025	16:01:38	865	96.1000	LSE	3316992
25/11/2025	16:01:52	250	96.0000	LSE	3317376
25/11/2025	16:04:27	833	96.0000	LSE	3321563
25/11/2025	16:04:27	623	96.0000	LSE	3321561
25/11/2025	16:11:10	247	96.0000	LSE	3337339
25/11/2025	16:11:32	1,000	95.9000	LSE	3337733
25/11/2025	16:12:44	335	95.9000	LSE	3339289

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