

27 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:	26 November 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	97.50
Lowest price paid per share (pence)	95.30
Volume weighted average price paid per Ordinary Share (pence)	96.6040

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, 2,110,000 Ordinary Shares are held in treasury. The number of 349,485,922 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	96.5777	70,000	95.30	97.50
BATS Europe	96.7018	15,000	95.70	97.40
Chi-X Europe	96.6711	10,000	96.30	97.50
Aquis	96.5448	5,000	96.10	97.30

**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
26/11/2025	09:09:08	1,241	96.1000	Aquis	2682465
26/11/2025	12:00:25	1,133	96.3000	Aquis	2826437
26/11/2025	14:28:11	257	96.6000	Aquis	2979254
26/11/2025	14:28:11	670	96.6000	Aquis	2979243
26/11/2025	14:50:10	89	96.6000	Aquis	3030364
26/11/2025	14:50:10	632	96.6000	Aquis	3030366
26/11/2025	16:10:50	978	97.3000	Aquis	3196897
26/11/2025	09:00:40	811	96.3000	BATE	2675343
26/11/2025	09:00:40	128	96.3000	BATE	2675339
26/11/2025	09:05:32	461	96.3000	BATE	2679637
26/11/2025	09:05:32	1,098	96.3000	BATE	2679639
26/11/2025	09:05:32	320	96.3000	BATE	2679641
26/11/2025	09:50:01	1,346	96.6000	BATE	2718231
26/11/2025	11:48:53	1,478	96.4000	BATE	2816424
26/11/2025	12:17:10	1,290	95.7000	BATE	2840532
26/11/2025	14:55:59	130	96.7000	BATE	3042046
26/11/2025	14:56:00	792	96.7000	BATE	3042098
26/11/2025	14:56:13	172	96.7000	BATE	3042573
26/11/2025	14:56:15	1,367	96.7000	BATE	3042603
26/11/2025	14:56:17	34	96.7000	BATE	3042682
26/11/2025	14:56:17	800	96.7000	BATE	3042680
26/11/2025	15:20:19	456	96.7000	BATE	3101199
26/11/2025	16:10:50	4,317	97.4000	BATE	3196895
26/11/2025	09:00:40	406	96.3000	CHIX	2675345
26/11/2025	09:00:40	64	96.3000	CHIX	2675337
26/11/2025	09:05:32	942	96.3000	CHIX	2679635
26/11/2025	09:55:17	1,231	96.3000	CHIX	2722870
26/11/2025	09:55:17	175	96.3000	CHIX	2722868
26/11/2025	11:48:53	1,364	96.5000	CHIX	2816422
26/11/2025	13:43:03	1,331	96.7000	CHIX	2924074
26/11/2025	14:28:11	808	96.6000	CHIX	2979245
26/11/2025	14:28:11	639	96.6000	CHIX	2979241
26/11/2025	14:59:16	1,471	96.7000	CHIX	3047610
26/11/2025	16:09:02	1,569	97.5000	CHIX	3191889
26/11/2025	09:00:40	1,432	96.4000	LSE	2675341
26/11/2025	09:00:40	800	96.4000	LSE	2675335
26/11/2025	09:50:01	649	96.5000	LSE	2718237
26/11/2025	09:50:01	2,090	96.7000	LSE	2718235
26/11/2025	09:50:01	2,069	96.8000	LSE	2718233
26/11/2025	09:50:11	1,408	96.6000	LSE	2718341
26/11/2025	09:50:11	800	96.6000	LSE	2718339
26/11/2025	09:51:43	800	96.4000	LSE	2719831
26/11/2025	09:51:43	1,408	96.4000	LSE	2719833
26/11/2025	10:02:30	2,277	96.3000	LSE	2728088
26/11/2025	10:02:46	2,174	96.3000	LSE	2728242
26/11/2025	10:02:46	1,964	96.5000	LSE	2728239
26/11/2025	10:02:46	4,324	96.5000	LSE	2728237
26/11/2025	10:12:49	1,946	96.4000	LSE	2736272
26/11/2025	10:32:10	490	96.0000	LSE	2751889
26/11/2025	10:43:56	200	96.3000	LSE	2760691
26/11/2025	10:56:56	2,163	96.3000	LSE	2771242
26/11/2025	11:46:49	1,997	96.7000	LSE	2814991
26/11/2025	11:48:53	1,996	96.4000	LSE	2816426
26/11/2025	12:00:25	2,014	96.3000	LSE	2826439

26/11/2025	12:08:31	2,191	96.0000	LSE	2832668
26/11/2025	12:34:20	1	95.3000	LSE	2854718
26/11/2025	12:34:20	2,150	95.3000	LSE	2854720
26/11/2025	12:58:32	1,845	95.4000	LSE	2874560
26/11/2025	13:37:16	1,916	96.2000	LSE	2916872
26/11/2025	13:43:03	2,187	96.7000	LSE	2924076
26/11/2025	14:03:29	488	96.7000	LSE	2948358
26/11/2025	14:03:29	800	96.7000	LSE	2948356
26/11/2025	14:03:29	800	96.7000	LSE	2948354
26/11/2025	14:04:35	1	96.6000	LSE	2949258
26/11/2025	14:09:13	1,986	96.7000	LSE	2954857
26/11/2025	14:28:10	1,978	96.7000	LSE	2979236
26/11/2025	14:38:10	1,850	96.7000	LSE	3003861
26/11/2025	14:42:10	2,140	96.7000	LSE	3011407
26/11/2025	14:50:10	1,369	96.6000	LSE	3030368
26/11/2025	14:50:10	515	96.6000	LSE	3030370
26/11/2025	14:50:10	2,180	96.7000	LSE	3030362
26/11/2025	15:15:03	1,890	96.8000	LSE	3090271
26/11/2025	15:20:19	2,052	96.8000	LSE	3101197
26/11/2025	16:09:02	6,603	97.5000	LSE	3191887
26/11/2025	16:09:02	82	97.5000	LSE	3191885
26/11/2025	16:09:02	451	97.5000	LSE	3191883
26/11/2025	16:10:49	1,524	97.5000	LSE	3196881

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