

28 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:	27 November 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	98.90
Lowest price paid per share (pence)	97.20
Volume weighted average price paid per Ordinary Share (pence)	98.3061

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, 2,210,000 Ordinary Shares are held in treasury. The number of 349,385,922 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	98.3043	70,000	97.20	98.90
BATS Europe	98.2964	15,000	97.40	98.90
Chi-X Europe	98.3052	10,000	97.50	98.90
Aquis	98.3623	5,000	97.50	98.70

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
27/11/2025	09:43:56	1,048	97.5000	Aquis	2557224
27/11/2025	11:23:20	1,077	98.3000	Aquis	2624085
27/11/2025	13:34:59	1,198	98.7000	Aquis	2708283
27/11/2025	15:12:56	1,140	98.7000	Aquis	2804072
27/11/2025	16:03:20	205	98.7000	Aquis	2850573
27/11/2025	16:03:20	65	98.7000	Aquis	2850571
27/11/2025	16:09:27	267	98.7000	Aquis	2856425
27/11/2025	09:38:56	356	97.6000	BATE	2554011
27/11/2025	09:38:56	800	97.6000	BATE	2554009
27/11/2025	09:38:56	118	97.6000	BATE	2554007
27/11/2025	09:44:18	1,317	97.4000	BATE	2557410
27/11/2025	09:44:18	474	97.4000	BATE	2557408
27/11/2025	09:44:18	800	97.4000	BATE	2557406
27/11/2025	11:23:20	1,476	98.2000	BATE	2624083
27/11/2025	12:50:00	1,377	98.9000	BATE	2675805
27/11/2025	13:04:12	1,352	98.9000	BATE	2685529
27/11/2025	13:34:59	1,466	98.7000	BATE	2708285
27/11/2025	14:46:26	1,537	98.5000	BATE	2775179
27/11/2025	14:46:26	1,301	98.5000	BATE	2775177
27/11/2025	16:14:38	1,358	98.5000	BATE	2862252
27/11/2025	16:14:38	1,268	98.5000	BATE	2862250
27/11/2025	09:37:12	1,424	97.7000	CHIX	2552091
27/11/2025	09:40:31	273	97.5000	CHIX	2555242
27/11/2025	09:40:38	139	97.5000	CHIX	2555305
27/11/2025	09:40:38	1,034	97.5000	CHIX	2555303
27/11/2025	11:23:20	1,526	98.2000	CHIX	2624081
27/11/2025	13:04:12	757	98.9000	CHIX	2685531
27/11/2025	13:04:12	683	98.9000	CHIX	2685527
27/11/2025	14:28:06	1,417	98.3000	CHIX	2753583
27/11/2025	15:11:57	1,266	98.9000	CHIX	2802999
27/11/2025	15:53:33	1,481	98.7000	CHIX	2840344
27/11/2025	08:20:41	1,960	97.7000	LSE	2496287
27/11/2025	08:20:51	2,064	97.2000	LSE	2496389
27/11/2025	08:20:51	1,960	97.5000	LSE	2496387
27/11/2025	08:46:46	1,972	97.6000	LSE	2516625
27/11/2025	08:57:52	493	97.6000	LSE	2524167
27/11/2025	08:57:52	800	97.6000	LSE	2524165
27/11/2025	08:57:52	800	97.6000	LSE	2524163
27/11/2025	08:57:52	78	97.6000	LSE	2524161
27/11/2025	09:15:09	36	97.6000	LSE	2537899
27/11/2025	09:38:56	1,928	97.6000	LSE	2554017
27/11/2025	09:38:56	797	97.6000	LSE	2554015
27/11/2025	09:38:56	1,126	97.6000	LSE	2554013
27/11/2025	10:23:42	1,058	97.8000	LSE	2583872
27/11/2025	10:23:42	825	97.8000	LSE	2583870
27/11/2025	10:36:01	1,363	97.9000	LSE	2592183
27/11/2025	10:36:01	600	97.9000	LSE	2592181
27/11/2025	11:20:56	1,909	98.5000	LSE	2622678
27/11/2025	11:23:20	2,249	98.1000	LSE	2624089
27/11/2025	11:23:20	1,909	98.3000	LSE	2624087
27/11/2025	11:23:28	205	97.9000	LSE	2624148
27/11/2025	11:23:28	4	97.9000	LSE	2624146
27/11/2025	11:23:28	1,979	97.9000	LSE	2624144
27/11/2025	11:23:42	1,972	97.6000	LSE	2624290

27/11/2025	12:50:00	1,815	98.9000	LSE	2675809
27/11/2025	12:50:00	1,585	98.9000	LSE	2675807
27/11/2025	12:50:00	2,003	98.9000	LSE	2675803
27/11/2025	13:04:12	1,061	98.9000	LSE	2685535
27/11/2025	13:04:12	800	98.9000	LSE	2685533
27/11/2025	13:06:50	316	98.9000	LSE	2687338
27/11/2025	13:06:50	800	98.9000	LSE	2687336
27/11/2025	13:06:50	981	98.9000	LSE	2687334
27/11/2025	13:06:59	236	98.9000	LSE	2687414
27/11/2025	13:29:10	231	98.8000	LSE	2702361
27/11/2025	13:29:10	1,864	98.8000	LSE	2702363
27/11/2025	13:34:59	2,200	98.7000	LSE	2708287
27/11/2025	13:42:56	2,081	98.3000	LSE	2715003
27/11/2025	13:45:26	1,392	98.2000	LSE	2717091
27/11/2025	13:45:26	805	98.2000	LSE	2717089
27/11/2025	14:05:16	2,152	98.3000	LSE	2734650
27/11/2025	14:28:06	1,173	98.3000	LSE	2753587
27/11/2025	14:28:06	973	98.3000	LSE	2753585
27/11/2025	14:46:26	2,217	98.6000	LSE	2775175
27/11/2025	14:58:36	2,046	98.8000	LSE	2788238
27/11/2025	15:03:36	1,981	98.8000	LSE	2794558
27/11/2025	15:03:37	277	98.7000	LSE	2794580
27/11/2025	15:11:57	2,109	98.9000	LSE	2803001
27/11/2025	15:12:56	2,232	98.7000	LSE	2804074
27/11/2025	15:53:08	2,207	98.6000	LSE	2840028
27/11/2025	16:03:20	1,817	98.6000	LSE	2850569
27/11/2025	16:03:20	2,173	98.6000	LSE	2850567
27/11/2025	16:14:15	2,386	98.6000	LSE	2862017

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