

01 December 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: | 28 November 2025 |
| No. of Ordinary Shares purchased | 100,000 |
| Highest price paid per share (pence) | 98.90 |
| Lowest price paid per share (pence) | 97.70 |
| Volume weighted average price paid per Ordinary Share (pence) | 98.3129 |

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, 2,310,000 Ordinary Shares are held in treasury. The number of 349,285,922 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
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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 | 98.3200 | 70,000 | 97.90 | 98.80 |
| BATS Europe | 98.3043 | 15,000 | 97.70 | 98.90 |
| Chi-X Europe | 98.2438 | 10,000 | 97.70 | 98.80 |
| Aquis | 98.3761 | 5,000 | 97.90 | 98.50 |

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 |
|------------------|---------------------|--------|-------------|---------------|------------------------------|
| 28/11/2025 | 10:07:20 | 1,024 | 98.7000 | Aquis | 2559516 |
| 28/11/2025 | 11:37:47 | 1,056 | 98.4000 | Aquis | 2622266 |
| 28/11/2025 | 13:59:40 | 1,198 | 97.9000 | Aquis | 2723722 |
| 28/11/2025 | 15:23:40 | 1,127 | 98.5000 | Aquis | 2875618 |
| 28/11/2025 | 15:53:40 | 595 | 98.5000 | Aquis | 2925677 |
| 28/11/2025 | 08:14:18 | 1,452 | 98.9000 | BATE | 2479248 |
| 28/11/2025 | 09:14:02 | 600 | 97.8000 | BATE | 2519700 |
| 28/11/2025 | 09:14:02 | 844 | 97.8000 | BATE | 2519698 |
| 28/11/2025 | 11:35:20 | 1,400 | 98.6000 | BATE | 2621076 |
| 28/11/2025 | 11:41:15 | 1,305 | 98.1000 | BATE | 2624291 |
| 28/11/2025 | 12:58:56 | 1,549 | 98.2000 | BATE | 2673687 |
| 28/11/2025 | 13:59:40 | 1,059 | 97.7000 | BATE | 2723743 |
| 28/11/2025 | 13:59:40 | 57 | 97.7000 | BATE | 2723741 |
| 28/11/2025 | 13:59:40 | 258 | 97.7000 | BATE | 2723739 |
| 28/11/2025 | 15:00:12 | 1,480 | 98.3000 | BATE | 2833399 |
| 28/11/2025 | 15:00:12 | 1,315 | 98.3000 | BATE | 2833401 |
| 28/11/2025 | 15:49:27 | 1,315 | 98.5000 | BATE | 2918592 |
| 28/11/2025 | 15:49:27 | 1,427 | 98.5000 | BATE | 2918590 |
| 28/11/2025 | 16:15:50 | 939 | 98.5000 | BATE | 2968478 |
| 28/11/2025 | 08:14:18 | 1,491 | 98.8000 | CHIX | 2479246 |
| 28/11/2025 | 10:26:58 | 1,437 | 98.5000 | CHIX | 2574818 |
| 28/11/2025 | 12:47:07 | 1,495 | 98.2000 | CHIX | 2666060 |
| 28/11/2025 | 13:59:40 | 1,542 | 97.8000 | CHIX | 2723737 |
| 28/11/2025 | 13:59:40 | 1,540 | 97.7000 | CHIX | 2723728 |
| 28/11/2025 | 15:29:14 | 1,546 | 98.4000 | CHIX | 2885301 |
| 28/11/2025 | 15:57:38 | 949 | 98.4000 | CHIX | 2932401 |
| 28/11/2025 | 08:14:18 | 1,991 | 98.8000 | LSE | 2479250 |
| 28/11/2025 | 08:40:23 | 1,847 | 98.3000 | LSE | 2496131 |
| 28/11/2025 | 08:50:28 | 2,225 | 98.2000 | LSE | 2503146 |
| 28/11/2025 | 08:56:20 | 2,086 | 98.1000 | LSE | 2507126 |
| 28/11/2025 | 09:08:16 | 1,857 | 97.9000 | LSE | 2515788 |
| 28/11/2025 | 09:42:55 | 1,948 | 98.5000 | LSE | 2541246 |
| 28/11/2025 | 09:45:58 | 2,107 | 98.5000 | LSE | 2543567 |
| 28/11/2025 | 10:07:20 | 2,182 | 98.6000 | LSE | 2559518 |
| 28/11/2025 | 10:21:46 | 291 | 98.6000 | LSE | 2570628 |
| 28/11/2025 | 10:26:46 | 2,069 | 98.6000 | LSE | 2574681 |
| 28/11/2025 | 10:26:58 | 2,571 | 98.5000 | LSE | 2574820 |
| 28/11/2025 | 11:19:09 | 1,965 | 98.7000 | LSE | 2611336 |
| 28/11/2025 | 11:23:33 | 2,299 | 98.6000 | LSE | 2613830 |
| 28/11/2025 | 11:41:15 | 2,212 | 98.2000 | LSE | 2624293 |
| 28/11/2025 | 12:39:00 | 2,112 | 98.3000 | LSE | 2660647 |
| 28/11/2025 | 12:47:07 | 1,887 | 98.2000 | LSE | 2666062 |
| 28/11/2025 | 12:58:58 | 1,498 | 98.2000 | LSE | 2673718 |
| 28/11/2025 | 13:05:48 | 1,980 | 98.2000 | LSE | 2679180 |
| 28/11/2025 | 13:05:48 | 1,906 | 98.2000 | LSE | 2679182 |
| 28/11/2025 | 13:05:48 | 1,959 | 98.2000 | LSE | 2679184 |
| 28/11/2025 | 13:29:17 | 3,009 | 98.2000 | LSE | 2695102 |
| 28/11/2025 | 13:51:31 | 1,810 | 98.1000 | LSE | 2716951 |
| 28/11/2025 | 13:59:40 | 2,196 | 97.9000 | LSE | 2723726 |
| 28/11/2025 | 13:59:40 | 2,097 | 97.9000 | LSE | 2723724 |
| 28/11/2025 | 14:51:31 | 1,167 | 98.1000 | LSE | 2812747 |
| 28/11/2025 | 14:51:31 | 271 | 98.1000 | LSE | 2812745 |
| 28/11/2025 | 15:00:12 | 2,121 | 98.3000 | LSE | 2833405 |
| 28/11/2025 | 15:00:12 | 2,019 | 98.3000 | LSE | 2833403 |

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|------------|----------|-------|---------|-----|---------|
| 28/11/2025 | 15:18:24 | 2,052 | 98.4000 | LSE | 2866665 |
| 28/11/2025 | 15:29:14 | 1,868 | 98.4000 | LSE | 2885303 |
| 28/11/2025 | 15:49:27 | 2,106 | 98.5000 | LSE | 2918596 |
| 28/11/2025 | 15:49:27 | 3,122 | 98.5000 | LSE | 2918594 |
| 28/11/2025 | 16:29:06 | 7,002 | 98.3000 | LSE | 2997749 |
| 28/11/2025 | 16:29:06 | 168 | 98.3000 | LSE | 2997747 |

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