

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
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	98.3200	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

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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