

02 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:	01 December 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	98.50
Lowest price paid per share (pence)	95.90
Volume weighted average price paid per Ordinary Share (pence)	96.8857

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, 2,410,000 Ordinary Shares are held in treasury. The number of 349,185,922 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:

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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	96.8183	70,000	95.90	97.50
BATS Europe	97.0426	15,000	96.10	97.90
Chi-X Europe	97.0678	10,000	96.30	98.50
Aquis	96.9944	5,000	96.30	97.50

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
01/12/2025	09:01:50	1,099	97.7000	Aquis	3100536
01/12/2025	12:31:10	1,244	96.3000	Aquis	3279238
01/12/2025	13:53:27	1,100	96.6000	Aquis	3352572
01/12/2025	15:18:56	626	97.4000	Aquis	3520242
01/12/2025	15:25:14	675	97.2000	Aquis	3541088
01/12/2025	16:10:41	256	97.5000	Aquis	3645343
01/12/2025	09:01:50	1,343	97.9000	BATE	3100534
01/12/2025	09:12:04	12	97.4000	BATE	3110955
01/12/2025	09:15:09	450	97.4000	BATE	3114132
01/12/2025	09:15:09	966	97.4000	BATE	3114130
01/12/2025	12:18:29	1,321	96.4000	BATE	3269746
01/12/2025	12:18:29	1,411	96.4000	BATE	3269744
01/12/2025	12:59:12	406	96.1000	BATE	3302531
01/12/2025	12:59:55	522	96.1000	BATE	3303170
01/12/2025	13:31:09	1,274	96.6000	BATE	3331533
01/12/2025	14:37:38	1,301	97.0000	BATE	3419699
01/12/2025	14:58:00	1,120	97.2000	BATE	3466234
01/12/2025	14:59:51	620	97.2000	BATE	3469605
01/12/2025	14:59:51	780	97.2000	BATE	3469603
01/12/2025	14:59:51	411	97.2000	BATE	3469601
01/12/2025	15:24:46	324	97.2000	BATE	3536358
01/12/2025	15:24:46	1,127	97.2000	BATE	3536356
01/12/2025	16:07:50	1,612	97.6000	BATE	3636508
01/12/2025	09:01:50	1,552	98.5000	CHIX	3100528
01/12/2025	10:55:44	1,331	96.3000	CHIX	3201379
01/12/2025	12:18:29	1,348	96.4000	CHIX	3269742
01/12/2025	13:53:27	1,476	96.6000	CHIX	3352574
01/12/2025	14:23:44	1,521	96.8000	CHIX	3387659
01/12/2025	15:24:46	1,343	97.3000	CHIX	3536349
01/12/2025	16:04:55	661	97.3000	CHIX	3628123
01/12/2025	16:08:40	768	97.5000	CHIX	3637834
01/12/2025	09:15:09	2,218	97.4000	LSE	3114134
01/12/2025	09:19:46	2,034	96.8000	LSE	3117878
01/12/2025	09:39:29	1,987	96.4000	LSE	3135512
01/12/2025	09:55:23	1,828	95.9000	LSE	3148923
01/12/2025	10:04:36	2,180	96.2000	LSE	3156923
01/12/2025	10:16:45	898	96.2000	LSE	3167910
01/12/2025	10:17:33	222	96.2000	LSE	3168611
01/12/2025	10:20:17	181	96.3000	LSE	3171144
01/12/2025	10:20:32	1,845	96.4000	LSE	3171313
01/12/2025	10:29:36	2,082	96.6000	LSE	3177731
01/12/2025	10:33:16	2,117	96.6000	LSE	3181433
01/12/2025	10:55:44	2,158	96.4000	LSE	3201377
01/12/2025	11:18:50	1,885	96.3000	LSE	3221751
01/12/2025	11:18:50	150	96.3000	LSE	3221749
01/12/2025	12:02:00	291	96.4000	LSE	3257206
01/12/2025	12:18:29	1,796	96.4000	LSE	3269750
01/12/2025	12:18:29	2,203	96.4000	LSE	3269748
01/12/2025	12:30:43	2,006	96.3000	LSE	3278825
01/12/2025	13:29:35	1,446	96.8000	LSE	3329238
01/12/2025	13:30:32	10	96.8000	LSE	3331068
01/12/2025	13:30:32	657	96.8000	LSE	3331066
01/12/2025	13:31:07	1,964	96.7000	LSE	3331495
01/12/2025	13:31:09	2,121	96.6000	LSE	3331535

01/12/2025	13:31:09	1,901	96.6000	LSE	3331537
01/12/2025	13:53:27	2,101	96.6000	LSE	3352576
01/12/2025	14:23:44	1,817	96.8000	LSE	3387661
01/12/2025	14:23:44	2,077	96.8000	LSE	3387667
01/12/2025	14:23:44	1,907	96.8000	LSE	3387663
01/12/2025	14:23:44	1,996	96.8000	LSE	3387665
01/12/2025	14:37:38	1,932	97.1000	LSE	3419697
01/12/2025	14:44:08	2,027	97.1000	LSE	3432752
01/12/2025	14:59:51	1,971	97.2000	LSE	3469609
01/12/2025	14:59:51	2,008	97.4000	LSE	3469607
01/12/2025	15:16:50	2,042	97.4000	LSE	3516530
01/12/2025	15:18:56	2,002	97.4000	LSE	3520244
01/12/2025	15:24:46	2,088	97.3000	LSE	3536351
01/12/2025	15:30:31	1,934	97.1000	LSE	3552802
01/12/2025	15:46:10	225	97.1000	LSE	3586587
01/12/2025	15:46:10	119	97.1000	LSE	3586589
01/12/2025	15:49:27	2,197	97.4000	LSE	3591964
01/12/2025	15:56:34	2,169	97.4000	LSE	3608513
01/12/2025	16:08:17	1,818	97.5000	LSE	3637227
01/12/2025	16:08:40	1,390	97.4000	LSE	3637836

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