

05 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:	04 December 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	98.20
Lowest price paid per share (pence)	96.10
Volume weighted average price paid per Ordinary Share (pence)	97.5277

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, 2,710,000 Ordinary Shares are held in treasury. The number of 348,885,922 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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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	97.5197	72,673	96.30	98.20
BATS Europe	97.4489	12,327	96.10	98.10
Chi-X Europe	97.5962	10,000	96.10	98.10
Aquis	97.7017	5,000	97.10	98.10

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
04/12/2025	10:06:02	900	97.1000	Aquis	2512667
04/12/2025	10:49:30	760	97.4000	Aquis	2550227
04/12/2025	11:57:09	174	97.1000	Aquis	2607683
04/12/2025	13:25:46	1,239	98.1000	Aquis	2692239
04/12/2025	15:07:11	737	97.9000	Aquis	2878682
04/12/2025	15:07:48	163	97.9000	Aquis	2879596
04/12/2025	15:09:01	210	97.9000	Aquis	2881917
04/12/2025	15:58:15	817	97.9000	Aquis	2987067
04/12/2025	08:48:11	1,352	96.1000	BATE	2432781
04/12/2025	10:50:21	1,089	97.3000	BATE	2551774
04/12/2025	10:52:28	420	97.3000	BATE	2553604
04/12/2025	11:57:09	1,416	97.1000	BATE	2607687
04/12/2025	11:57:09	1,389	97.1000	BATE	2607685
04/12/2025	12:59:56	392	97.6000	BATE	2663997
04/12/2025	12:59:56	897	97.6000	BATE	2663999
04/12/2025	13:30:42	1,372	98.1000	BATE	2698138
04/12/2025	14:22:37	51	97.9000	BATE	2762753
04/12/2025	14:22:37	1,357	97.9000	BATE	2762751
04/12/2025	14:48:48	1,313	98.1000	BATE	2829375
04/12/2025	15:49:01	1,279	97.8000	BATE	2968787
04/12/2025	08:48:11	1,278	96.1000	CHIX	2432779
04/12/2025	10:01:34	5	97.1000	CHIX	2508031
04/12/2025	10:40:39	24	97.5000	CHIX	2542497
04/12/2025	11:04:40	37	97.5000	CHIX	2564204
04/12/2025	11:20:10	1,390	97.6000	CHIX	2577597
04/12/2025	11:49:43	1,350	97.5000	CHIX	2601500
04/12/2025	13:25:46	1,333	98.1000	CHIX	2692237
04/12/2025	14:22:37	1,545	97.9000	CHIX	2762749
04/12/2025	15:00:48	1,418	98.0000	CHIX	2861837
04/12/2025	15:42:00	805	97.7000	CHIX	2955905
04/12/2025	16:01:48	815	97.9000	CHIX	2997094
04/12/2025	08:48:11	1,789	96.3000	LSE	2432776
04/12/2025	08:58:40	1,708	96.8000	LSE	2442782
04/12/2025	09:00:37	117	96.7000	LSE	2445774
04/12/2025	09:00:37	207	96.7000	LSE	2445772
04/12/2025	09:00:37	919	96.7000	LSE	2445770
04/12/2025	09:00:58	1,814	96.5000	LSE	2446381
04/12/2025	09:00:58	455	96.5000	LSE	2446379
04/12/2025	09:19:36	1,815	96.6000	LSE	2465170
04/12/2025	09:58:27	1,636	97.1000	LSE	2504660
04/12/2025	10:04:00	1,698	97.1000	LSE	2510474
04/12/2025	10:11:00	78	97.3000	LSE	2517067
04/12/2025	10:19:57	1,605	97.3000	LSE	2524158
04/12/2025	10:33:30	1,615	97.5000	LSE	2535977
04/12/2025	10:36:59	1,589	97.5000	LSE	2539217
04/12/2025	10:47:16	85	97.5000	LSE	2548232
04/12/2025	10:47:16	207	97.5000	LSE	2548230
04/12/2025	10:47:16	1	97.5000	LSE	2548228
04/12/2025	10:49:21	542	97.3000	LSE	2550137
04/12/2025	10:49:21	1,800	97.3000	LSE	2550135
04/12/2025	10:49:21	14	97.3000	LSE	2550133
04/12/2025	10:52:28	1,944	97.3000	LSE	2553606
04/12/2025	10:52:58	1,825	97.3000	LSE	2554007
04/12/2025	11:01:01	1,801	97.5000	LSE	2561875

04/12/2025	11:01:07	1,618	97.4000	LSE	2561958
04/12/2025	11:49:43	1,602	97.5000	LSE	2601504
04/12/2025	11:49:43	1,949	97.5000	LSE	2601502
04/12/2025	11:57:09	43	97.1000	LSE	2607691
04/12/2025	11:57:09	878	97.1000	LSE	2607689
04/12/2025	11:57:38	838	97.1000	LSE	2608072
04/12/2025	12:15:42	1,956	97.3000	LSE	2623764
04/12/2025	13:00:59	185	97.6000	LSE	2665823
04/12/2025	13:03:20	1,604	97.6000	LSE	2668045
04/12/2025	13:03:20	2,613	97.6000	LSE	2668043
04/12/2025	13:03:22	1,254	97.5000	LSE	2668082
04/12/2025	13:03:22	914	97.5000	LSE	2668080
04/12/2025	13:25:46	1,002	98.1000	LSE	2692243
04/12/2025	13:25:46	616	98.1000	LSE	2692241
04/12/2025	13:30:42	1,915	98.1000	LSE	2698140
04/12/2025	13:58:55	1,822	98.2000	LSE	2731300
04/12/2025	13:58:55	1,688	98.1000	LSE	2731298
04/12/2025	14:06:17	1,677	98.0000	LSE	2742190
04/12/2025	14:22:37	1,892	97.9000	LSE	2762755
04/12/2025	14:33:41	1,661	97.8000	LSE	2789922
04/12/2025	14:35:14	575	97.7000	LSE	2797186
04/12/2025	14:36:28	1,077	97.7000	LSE	2799588
04/12/2025	15:00:48	1,964	98.1000	LSE	2861835
04/12/2025	15:01:44	927	97.9000	LSE	2864679
04/12/2025	15:01:44	1,037	97.9000	LSE	2864677
04/12/2025	15:20:32	1,650	97.9000	LSE	2908811
04/12/2025	15:29:32	440	97.8000	LSE	2929659
04/12/2025	15:29:32	268	97.8000	LSE	2929657
04/12/2025	15:29:32	1,640	97.6000	LSE	2929653
04/12/2025	15:29:32	1,696	97.6000	LSE	2929655
04/12/2025	15:45:00	658	97.6000	LSE	2961637
04/12/2025	15:54:13	486	97.8000	LSE	2979162
04/12/2025	15:56:13	1,664	97.8000	LSE	2984080
04/12/2025	16:00:48	1,165	97.9000	LSE	2995245
04/12/2025	16:01:48	1,045	97.8000	LSE	2997098
04/12/2025	16:01:48	717	97.9000	LSE	2997096
04/12/2025	16:17:48	2,673	98.1000	LSE	3033928

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