

08 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:	05 December 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	99.40
Lowest price paid per share (pence)	97.90
Volume weighted average price paid per Ordinary Share (pence)	98.8441

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, 2,810,000 Ordinary Shares are held in treasury. The number of 348,785,922 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	98.8382	70,000	97.90	99.40
BATS Europe	98.8898	15,000	98.50	99.20
Chi-X Europe	98.9083	10,000	98.60	99.20
Aquis	98.6614	5,000	98.50	99.00

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
05/12/2025	10:30:02	1,248	98.7000	Aquis	2052163
05/12/2025	12:27:26	125	98.5000	Aquis	2138124
05/12/2025	12:28:24	1,028	98.5000	Aquis	2138557
05/12/2025	14:07:50	1,158	98.5000	Aquis	2239712
05/12/2025	15:02:20	626	99.0000	Aquis	2360689
05/12/2025	15:39:56	815	98.8000	Aquis	2446563
05/12/2025	10:30:06	1,021	98.7000	BATE	2052231
05/12/2025	10:30:06	245	98.7000	BATE	2052229
05/12/2025	11:40:26	1,348	98.9000	BATE	2105390
05/12/2025	11:40:26	2,313	98.9000	BATE	2105388
05/12/2025	14:07:50	1,503	98.5000	BATE	2239714
05/12/2025	14:53:13	1,559	99.2000	BATE	2325026
05/12/2025	14:53:13	2,011	99.2000	BATE	2325024
05/12/2025	15:05:49	837	99.0000	BATE	2371760
05/12/2025	15:11:17	1,277	98.9000	BATE	2385118
05/12/2025	15:11:17	653	99.0000	BATE	2385114
05/12/2025	15:47:17	1,513	98.7000	BATE	2463772
05/12/2025	16:08:47	104	98.6000	BATE	2510836
05/12/2025	16:15:33	482	98.6000	BATE	2530179
05/12/2025	16:15:33	134	98.6000	BATE	2530175
05/12/2025	09:53:11	1,266	98.7000	CHIX	2020219
05/12/2025	10:29:37	1,347	99.0000	CHIX	2051294
05/12/2025	11:23:03	1,308	99.1000	CHIX	2093438
05/12/2025	13:31:39	1,475	98.7000	CHIX	2194664
05/12/2025	14:53:13	1,460	99.2000	CHIX	2325022
05/12/2025	15:02:20	1,292	99.0000	CHIX	2360691
05/12/2025	15:28:31	811	98.8000	CHIX	2423597
05/12/2025	15:53:07	428	98.6000	CHIX	2475582
05/12/2025	15:59:30	613	98.7000	CHIX	2487321
05/12/2025	09:46:10	1,246	97.9000	LSE	2012509
05/12/2025	09:51:15	909	98.5000	LSE	2018416
05/12/2025	09:53:13	6,180	98.8000	LSE	2020269
05/12/2025	09:53:13	871	98.8000	LSE	2020267
05/12/2025	09:53:13	3,449	98.8000	LSE	2020265
05/12/2025	09:53:13	900	98.8000	LSE	2020263
05/12/2025	09:53:13	187	98.8000	LSE	2020261
05/12/2025	09:56:47	206	98.8000	LSE	2024282
05/12/2025	09:56:47	1,903	98.8000	LSE	2024280
05/12/2025	10:03:09	1,983	98.8000	LSE	2030433
05/12/2025	10:29:37	1,936	99.0000	LSE	2051296
05/12/2025	10:38:54	2,019	98.8000	LSE	2058400
05/12/2025	11:06:24	1,776	99.2000	LSE	2083135
05/12/2025	11:15:17	2,123	99.4000	LSE	2088719
05/12/2025	11:15:57	1,903	99.3000	LSE	2089189
05/12/2025	11:23:03	2,123	99.1000	LSE	2093440
05/12/2025	11:40:26	2,054	99.0000	LSE	2105386
05/12/2025	12:12:44	1,989	98.8000	LSE	2126737
05/12/2025	12:44:42	1	98.5000	LSE	2152317
05/12/2025	13:10:49	492	98.8000	LSE	2175360
05/12/2025	13:10:49	181	98.8000	LSE	2175358
05/12/2025	13:13:54	1	98.5000	LSE	2177691
05/12/2025	13:31:39	808	98.7000	LSE	2194670
05/12/2025	13:31:39	2,900	98.7000	LSE	2194668
05/12/2025	13:31:39	1,789	98.7000	LSE	2194666

05/12/2025	13:43:58	1,918	98.6000	LSE	2208456
05/12/2025	13:43:58	2,115	98.6000	LSE	2208458
05/12/2025	14:07:49	638	98.7000	LSE	2239683
05/12/2025	14:07:49	1,656	98.7000	LSE	2239681
05/12/2025	14:07:50	1,828	98.6000	LSE	2239716
05/12/2025	14:42:57	368	98.7000	LSE	2300153
05/12/2025	14:44:06	90	98.8000	LSE	2301881
05/12/2025	14:44:06	1,800	98.8000	LSE	2301879
05/12/2025	14:45:06	204	98.8000	LSE	2306436
05/12/2025	14:53:13	2,102	99.2000	LSE	2325028
05/12/2025	14:55:01	926	99.1000	LSE	2332235
05/12/2025	14:55:29	1,087	99.1000	LSE	2333257
05/12/2025	14:56:32	200	99.1000	LSE	2336143
05/12/2025	14:56:33	1,665	99.1000	LSE	2336146
05/12/2025	15:11:17	1,758	99.0000	LSE	2385116
05/12/2025	15:11:50	2,148	98.8000	LSE	2385973
05/12/2025	15:22:05	2,175	98.9000	LSE	2408055
05/12/2025	15:39:56	1,975	98.8000	LSE	2446565
05/12/2025	15:43:37	1,983	98.7000	LSE	2455026
05/12/2025	16:07:00	1	98.6000	LSE	2507998
05/12/2025	16:15:33	3,434	98.6000	LSE	2530177

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