

09 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:	08 December 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	97.90
Lowest price paid per share (pence)	96.60
Volume weighted average price paid per Ordinary Share (pence)	97.1405

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, 2,895,266 Ordinary Shares are held in treasury. The number of 348,700,656 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

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	97.1741	70,000	96.70	97.90
BATS Europe	97.0139	15,000	96.60	97.30
Chi-X Europe	97.1036	10,000	96.60	97.60
Aquis	97.1247	5,000	96.70	97.40

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
08/12/2025	08:39:52	102	97.7000	LSE	2669011
08/12/2025	08:39:52	116	97.7000	LSE	2669009
08/12/2025	08:44:17	1,368	97.7000	LSE	2672723
08/12/2025	08:52:12	991	97.7000	LSE	2681457
08/12/2025	08:52:12	904	97.7000	LSE	2681455
08/12/2025	08:52:12	301	97.7000	LSE	2681453
08/12/2025	08:52:12	1,507	97.6000	CHIX	2681451
08/12/2025	08:52:48	1,012	97.4000	Aquis	2682005
08/12/2025	09:19:28	2,096	97.3000	LSE	2706119
08/12/2025	09:19:29	1,532	97.1000	BATE	2706134
08/12/2025	09:19:29	17	97.1000	BATE	2706136
08/12/2025	09:19:29	1,356	97.1000	BATE	2706132
08/12/2025	09:19:30	1,970	97.0000	LSE	2706149
08/12/2025	09:19:30	73	97.0000	LSE	2706141
08/12/2025	09:43:09	2,102	97.5000	LSE	2728474
08/12/2025	09:43:09	880	97.6000	LSE	2728472
08/12/2025	09:43:09	900	97.6000	LSE	2728470
08/12/2025	10:34:19	223	97.8000	LSE	2767593
08/12/2025	10:34:19	1,800	97.8000	LSE	2767591
08/12/2025	10:34:19	76	97.8000	LSE	2767589
08/12/2025	10:34:19	3,021	97.9000	LSE	2767587
08/12/2025	10:46:46	2,106	97.6000	LSE	2776625
08/12/2025	11:00:41	1,987	97.6000	LSE	2787514
08/12/2025	11:01:21	1,255	97.5000	LSE	2787897
08/12/2025	11:01:21	789	97.5000	LSE	2787899
08/12/2025	11:27:10	2,008	97.5000	LSE	2804696
08/12/2025	11:27:10	128	97.4000	LSE	2804694
08/12/2025	11:27:10	1,688	97.4000	LSE	2804692
08/12/2025	11:27:10	1,257	97.4000	CHIX	2804690
08/12/2025	11:27:10	1,187	97.4000	Aquis	2804688
08/12/2025	12:11:55	1,884	97.2000	LSE	2837678
08/12/2025	13:14:55	622	97.3000	BATE	2884438
08/12/2025	13:16:05	850	97.3000	BATE	2886170
08/12/2025	13:43:43	1,345	97.1000	CHIX	2910138
08/12/2025	13:43:43	1,440	97.1000	BATE	2910136
08/12/2025	13:43:43	1,149	97.1000	Aquis	2910140
08/12/2025	13:43:43	1,498	97.1000	CHIX	2910142
08/12/2025	13:43:43	2,077	97.2000	LSE	2910134
08/12/2025	13:57:00	1,988	97.2000	LSE	2923411
08/12/2025	14:00:34	912	97.0000	LSE	2926939
08/12/2025	14:06:07	1,943	97.0000	LSE	2932595
08/12/2025	14:06:07	1,106	97.0000	LSE	2932593
08/12/2025	14:06:07	224	97.0000	LSE	2932591
08/12/2025	14:18:35	1	96.8000	LSE	2943770
08/12/2025	14:35:22	2,641	97.2000	BATE	2980746
08/12/2025	14:35:51	1,993	97.2000	LSE	2981742
08/12/2025	14:35:51	2,024	97.2000	LSE	2981744
08/12/2025	14:36:48	598	97.1000	CHIX	2983454
08/12/2025	14:36:49	809	97.1000	CHIX	2983462
08/12/2025	14:45:03	801	97.0000	LSE	3000678
08/12/2025	14:45:03	2,024	97.0000	LSE	3000676
08/12/2025	14:45:03	1,100	97.0000	LSE	3000674
08/12/2025	14:45:03	1,434	97.0000	BATE	3000672
08/12/2025	14:48:56	775	96.8000	LSE	3009250
08/12/2025	14:48:56	900	96.8000	LSE	3009248
08/12/2025	14:48:56	565	96.8000	Aquis	3009246
08/12/2025	14:48:56	900	96.8000	LSE	3009244
08/12/2025	14:48:56	500	96.8000	Aquis	3009242
08/12/2025	14:48:56	180	96.8000	Aquis	3009240
08/12/2025	15:07:54	170	96.9000	LSE	3052746
08/12/2025	15:07:54	88	96.9000	LSE	3052748
08/12/2025	15:07:54	76	96.9000	LSE	3052744

08/12/2025	15:07:54	463	96.9000	LSE	3052742
08/12/2025	15:09:37	448	96.9000	LSE	3055441
08/12/2025	15:09:37	785	96.9000	LSE	3055439
08/12/2025	15:10:12	96	96.8000	BATE	3057840
08/12/2025	15:11:54	1,365	96.9000	LSE	3061675
08/12/2025	15:11:54	463	96.9000	LSE	3061673
08/12/2025	15:16:27	2,124	96.8000	LSE	3070936
08/12/2025	15:16:27	1,795	96.8000	LSE	3070934
08/12/2025	15:16:27	1,492	96.8000	BATE	3070932
08/12/2025	15:16:27	1,200	96.8000	BATE	3070930
08/12/2025	15:25:34	364	96.6000	CHIX	3092016
08/12/2025	15:34:21	749	96.7000	LSE	3107925
08/12/2025	15:34:21	2,078	96.9000	LSE	3107914
08/12/2025	15:34:21	647	96.9000	LSE	3107910
08/12/2025	15:34:21	398	96.9000	LSE	3107906
08/12/2025	15:34:21	170	96.9000	LSE	3107908
08/12/2025	15:37:18	882	96.7000	LSE	3114197
08/12/2025	15:37:18	534	96.7000	LSE	3114195
08/12/2025	15:37:18	1,261	96.7000	CHIX	3114193
08/12/2025	15:49:19	1	96.8000	LSE	3134241
08/12/2025	15:54:17	2,058	96.8000	LSE	3142197
08/12/2025	15:54:17	913	96.8000	LSE	3142199
08/12/2025	15:54:17	900	96.8000	LSE	3142201
08/12/2025	15:54:17	205	96.8000	LSE	3142203
08/12/2025	15:54:17	978	96.8000	CHIX	3142195
08/12/2025	15:54:17	1,451	96.8000	BATE	3142193
08/12/2025	15:54:17	383	96.8000	CHIX	3142191
08/12/2025	15:57:17	2,147	96.8000	LSE	3147626
08/12/2025	16:00:23	1,618	96.7000	LSE	3155087
08/12/2025	16:00:23	372	96.7000	LSE	3155085
08/12/2025	16:00:23	407	96.7000	Aquis	3155083
08/12/2025	16:05:12	97	96.6000	BATE	3164602
08/12/2025	16:13:53	393	96.6000	BATE	3178784
08/12/2025	16:16:58	379	96.6000	BATE	3186331
08/12/2025	16:16:58	230	96.7000	LSE	3186329
08/12/2025	16:16:58	785	96.7000	LSE	3186327

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