

10 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:	09 December 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	97.70
Lowest price paid per share (pence)	96.50
Volume weighted average price paid per Ordinary Share (pence)	97.1490

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, 2,995,266 Ordinary Shares are held in treasury. The number of 348,600,656 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
Darcy Willson-Rymer, Chief Executive Officer
Matthias Seeger, Chief Financial Officer

via Teneo (below)

Teneo
James Macey White / Anthony Di Natale

+44 (0) 207 353 4200
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	97.1145	70,210	96.60	97.70
BATS Europe	97.2680	15,000	96.80	97.70
Chi-X Europe	97.2023	9,790	96.80	97.60
Aquis	97.1736	5,000	96.50	97.60

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
09/12/2025	09:15:11	14	96.5000	Aquis	2656666
09/12/2025	09:20:28	2,898	96.6000	LSE	2662486
09/12/2025	09:20:28	1,939	96.6000	LSE	2662484
09/12/2025	09:20:28	3,600	96.6000	LSE	2662482
09/12/2025	09:20:28	4,500	96.6000	LSE	2662480
09/12/2025	09:31:56	1,302	97.0000	LSE	2675719
09/12/2025	09:31:56	900	97.0000	LSE	2675717
09/12/2025	09:39:32	132	97.0000	LSE	2685529
09/12/2025	09:39:32	600	97.0000	LSE	2685527
09/12/2025	09:45:28	1,017	96.8000	CHIX	2694257
09/12/2025	09:58:32	2,000	97.1000	LSE	2709901
09/12/2025	09:58:38	504	96.8000	CHIX	2709986
09/12/2025	09:58:38	296	96.8000	CHIX	2709984
09/12/2025	10:15:08	785	96.8000	LSE	2726362
09/12/2025	10:15:52	565	96.8000	CHIX	2727237
09/12/2025	10:16:30	576	96.8000	LSE	2727644
09/12/2025	10:16:30	335	96.8000	CHIX	2727635
09/12/2025	10:20:51	458	96.8000	LSE	2731856
09/12/2025	10:20:51	2,216	96.9000	LSE	2731854
09/12/2025	10:20:56	1,556	96.8000	LSE	2731897
09/12/2025	10:36:43	1,017	97.0000	Aquis	2745663
09/12/2025	10:39:47	900	96.9000	BATE	2748250
09/12/2025	10:39:47	1,863	96.9000	BATE	2748252
09/12/2025	10:39:47	1,414	96.9000	BATE	2748254
09/12/2025	10:56:49	1	97.0000	LSE	2764541
09/12/2025	11:49:10	187	97.1000	CHIX	2808373
09/12/2025	11:49:10	376	97.1000	LSE	2808370
09/12/2025	11:49:10	1,800	97.1000	LSE	2808367
09/12/2025	11:49:10	4,421	97.2000	LSE	2808365
09/12/2025	11:49:10	33	97.2000	LSE	2808363
09/12/2025	11:54:37	1,539	97.0000	CHIX	2813033
09/12/2025	11:55:05	914	97.0000	Aquis	2814394
09/12/2025	11:55:11	1	97.0000	Aquis	2814465
09/12/2025	11:57:43	241	97.0000	Aquis	2816326
09/12/2025	11:59:37	302	97.1000	LSE	2817726
09/12/2025	11:59:37	302	97.1000	LSE	2817724
09/12/2025	11:59:37	159	97.1000	LSE	2817722
09/12/2025	11:59:37	535	97.1000	LSE	2817720
09/12/2025	12:30:08	2,232	96.9000	LSE	2845890
09/12/2025	12:30:08	1,382	96.9000	BATE	2845888
09/12/2025	13:21:14	2,355	97.1000	LSE	2891322

09/12/2025	13:21:20	84	97.0000	LSE	2891392
09/12/2025	13:21:20	1,800	97.0000	LSE	2891390
09/12/2025	13:25:10	2,275	96.9000	LSE	2895296
09/12/2025	13:33:12	999	96.8000	BATE	2903563
09/12/2025	13:33:12	817	96.8000	Aquis	2903561
09/12/2025	13:33:12	364	96.8000	BATE	2903567
09/12/2025	13:33:12	199	96.8000	Aquis	2903565
09/12/2025	13:33:18	1,065	96.7000	LSE	2903703
09/12/2025	13:33:18	785	96.7000	LSE	2903701
09/12/2025	13:42:35	617	96.9000	LSE	2914723
09/12/2025	13:42:36	1,513	96.9000	LSE	2914733
09/12/2025	14:32:44	289	97.3000	CHIX	2984771
09/12/2025	14:32:44	1,866	97.4000	LSE	2984769
09/12/2025	14:36:00	2,077	97.4000	LSE	2994348
09/12/2025	14:42:06	408	97.3000	CHIX	3006580
09/12/2025	14:45:06	239	97.5000	CHIX	3014144
09/12/2025	14:45:25	1,479	97.4000	CHIX	3014763
09/12/2025	14:45:25	1,812	97.4000	LSE	3014765
09/12/2025	14:53:00	1,809	97.7000	LSE	3032342
09/12/2025	14:59:00	2,065	97.7000	LSE	3043836
09/12/2025	14:59:01	2,203	97.6000	LSE	3043912
09/12/2025	14:59:01	1,632	97.6000	BATE	3043910
09/12/2025	14:59:01	846	97.6000	BATE	3043908
09/12/2025	14:59:01	1,199	97.6000	Aquis	3043906
09/12/2025	14:59:01	467	97.6000	BATE	3043904
09/12/2025	14:59:01	1,563	97.6000	CHIX	3043902
09/12/2025	14:59:01	1,022	97.6000	BATE	3043900
09/12/2025	15:18:26	77	97.5000	LSE	3085552
09/12/2025	15:19:39	517	97.6000	LSE	3087426
09/12/2025	15:20:26	526	97.6000	LSE	3090402
09/12/2025	15:20:26	1,074	97.6000	LSE	3090404
09/12/2025	15:36:07	279	97.6000	Aquis	3121196
09/12/2025	15:36:07	1,929	97.7000	LSE	3121194
09/12/2025	15:36:07	1,356	97.7000	BATE	3121192
09/12/2025	15:36:07	980	97.7000	BATE	3121190
09/12/2025	15:36:07	410	97.7000	BATE	3121188
09/12/2025	15:37:25	1,917	97.6000	LSE	3122928
09/12/2025	15:37:25	780	97.6000	CHIX	3122926
09/12/2025	15:37:25	319	97.6000	Aquis	3122924
09/12/2025	15:37:25	10	97.6000	CHIX	3122922
09/12/2025	15:47:25	2,188	97.5000	LSE	3140505
09/12/2025	15:47:26	610	97.4000	LSE	3140545
09/12/2025	15:47:26	569	97.4000	LSE	3140543
09/12/2025	15:47:26	673	97.4000	LSE	3140541
09/12/2025	16:01:06	1,365	97.4000	BATE	3167365
09/12/2025	16:01:18	139	97.3000	CHIX	3167589
09/12/2025	16:07:26	1,892	97.4000	LSE	3178881
09/12/2025	16:07:26	170	97.4000	LSE	3178879
09/12/2025	16:08:02	1	97.3000	CHIX	3179792
09/12/2025	16:10:05	18	97.3000	CHIX	3185463
09/12/2025	16:10:26	100	97.4000	LSE	3185080

09/12/2025	16:10:26	1,800	97.4000	LSE	3185978
09/12/2025	16:10:50	397	97.3000	CHIX	3186585
09/12/2025	16:14:25	24	97.3000	CHIX	3193179
09/12/2025	16:16:20	210	97.4000	LSE	3199718

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@lseg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

POSUKSWRVVUURAA