

11 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:	10 December 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	97.90
Lowest price paid per share (pence)	97.10
Volume weighted average price paid per Ordinary Share (pence)	97.5351

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, 3,095,266 Ordinary Shares are held in treasury. The number of 348,500,656 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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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	97.5589	70,000	97.10	97.90
BATS Europe	97.5213	15,000	97.10	97.80
Chi-X Europe	97.4073	10,000	97.10	97.80
Aquis	97.4981	5,000	97.20	97.80

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
10/12/2025	08:00:24	2,101	97.2000	LSE	2519530
10/12/2025	08:01:41	1,028	97.1000	BATE	2522875
10/12/2025	08:01:41	433	97.1000	BATE	2522871
10/12/2025	08:01:41	458	97.1000	LSE	2522880
10/12/2025	08:01:41	1,266	97.1000	LSE	2522878
10/12/2025	08:01:41	1,120	97.2000	LSE	2522873
10/12/2025	08:01:41	736	97.2000	LSE	2522869
10/12/2025	08:01:41	160	97.2000	LSE	2522867
10/12/2025	09:14:56	1,560	97.5000	BATE	2596632
10/12/2025	09:16:29	841	97.3000	CHIX	2599078
10/12/2025	09:16:29	599	97.3000	CHIX	2599076
10/12/2025	09:18:52	928	97.2000	Aquis	2600956
10/12/2025	09:25:13	77	97.2000	Aquis	2608137
10/12/2025	10:16:44	163	97.3000	LSE	2655583
10/12/2025	10:16:44	100	97.3000	LSE	2655581
10/12/2025	10:50:14	947	97.2000	CHIX	2682089
10/12/2025	10:50:14	556	97.2000	CHIX	2682087
10/12/2025	11:09:05	1,897	97.4000	LSE	2698416
10/12/2025	11:09:05	70	97.4000	LSE	2698414
10/12/2025	11:09:05	1,988	97.5000	LSE	2698412
10/12/2025	11:27:53	1,848	97.6000	LSE	2711723
10/12/2025	11:40:54	51	97.6000	LSE	2721434
10/12/2025	11:43:46	1,170	97.6000	LSE	2722977
10/12/2025	11:43:46	585	97.6000	LSE	2722979
10/12/2025	11:44:12	5	97.6000	LSE	2723324
10/12/2025	11:44:12	259	97.6000	LSE	2723322
10/12/2025	11:44:12	300	97.5000	LSE	2723320
10/12/2025	12:16:56	1,048	97.4000	Aquis	2750146
10/12/2025	12:16:56	324	97.5000	BATE	2750142
10/12/2025	12:16:56	999	97.5000	BATE	2750140
10/12/2025	12:16:56	1,953	97.4000	LSE	2750150
10/12/2025	12:16:56	243	97.4000	LSE	2750148
10/12/2025	12:16:56	1,861	97.4000	LSE	2750144
10/12/2025	12:16:57	1,179	97.3000	BATE	2750153
10/12/2025	12:17:10	92	97.3000	BATE	2750253
10/12/2025	12:17:11	45	97.3000	BATE	2750260
10/12/2025	12:17:11	7	97.3000	BATE	2750258
10/12/2025	12:49:54	1,299	97.1000	CHIX	2775487
10/12/2025	12:49:54	2,859	97.1000	LSE	2775485
10/12/2025	12:50:40	248	97.1000	CHIX	2776720
10/12/2025	13:21:24	3,673	97.6000	LSE	2804302
10/12/2025	13:23:55	2,259	97.5000	LSE	2806025
10/12/2025	13:23:55	836	97.5000	LSE	2806023
10/12/2025	13:45:03	1,103	97.5000	Aquis	2827997
10/12/2025	13:45:03	1,291	97.5000	BATE	2827995
10/12/2025	13:45:03	2,189	97.6000	LSE	2827993
10/12/2025	13:47:52	1,531	97.4000	BATE	2830519
10/12/2025	13:47:52	1,490	97.4000	CHIX	2830521
10/12/2025	13:47:52	205	97.3000	LSE	2830525
10/12/2025	13:47:52	2,708	97.3000	LSE	2830523
10/12/2025	14:17:32	341	97.5000	LSE	2862738
10/12/2025	14:28:38	300	97.7000	LSE	2875932
10/12/2025	14:28:38	79	97.7000	LSE	2875930
10/12/2025	14:28:38	792	97.7000	LSE	2875928

10/12/2025	14:29:53	1	97.7000	LSE	2877222
10/12/2025	14:30:53	1,906	97.6000	LSE	2884591
10/12/2025	14:30:53	1,824	97.7000	LSE	2884589
10/12/2025	14:50:03	1,901	97.8000	LSE	2924332
10/12/2025	14:50:04	354	97.8000	BATE	2924354
10/12/2025	14:50:04	999	97.8000	BATE	2924352
10/12/2025	14:50:04	5,862	97.8000	LSE	2924360
10/12/2025	14:50:04	1,795	97.8000	LSE	2924358
10/12/2025	14:50:04	3,324	97.8000	LSE	2924356
10/12/2025	14:50:05	464	97.7000	BATE	2924419
10/12/2025	14:50:05	1,326	97.7000	CHIX	2924417
10/12/2025	14:53:03	1,062	97.8000	Aquis	2929461
10/12/2025	14:53:03	205	97.7000	BATE	2929465
10/12/2025	14:53:03	684	97.7000	BATE	2929463
10/12/2025	15:08:56	1,323	97.8000	BATE	2966430
10/12/2025	15:08:56	1,460	97.8000	CHIX	2966428
10/12/2025	15:08:56	1,901	97.8000	LSE	2966432
10/12/2025	15:08:56	2,158	97.8000	LSE	2966434
10/12/2025	15:13:38	743	97.6000	LSE	2975086
10/12/2025	15:20:24	1,081	97.9000	LSE	2988152
10/12/2025	15:20:24	1,005	97.9000	LSE	2988150
10/12/2025	15:25:00	1,052	97.8000	LSE	2996841
10/12/2025	15:25:01	901	97.8000	LSE	2997212
10/12/2025	15:33:11	782	97.6000	Aquis	3012619
10/12/2025	15:33:11	1,753	97.6000	LSE	3012621
10/12/2025	15:44:38	1,039	97.5000	LSE	3031738
10/12/2025	15:44:38	800	97.5000	LSE	3031736
10/12/2025	15:45:57	500	97.4000	CHIX	3035246
10/12/2025	15:48:38	78	97.5000	LSE	3038853
10/12/2025	15:48:38	1,600	97.5000	LSE	3038851
10/12/2025	15:48:38	2	97.5000	LSE	3038855
10/12/2025	15:48:38	252	97.5000	LSE	3038857
10/12/2025	15:55:01	78	97.4000	LSE	3050994
10/12/2025	15:55:01	799	97.4000	LSE	3050992
10/12/2025	15:55:59	598	97.4000	CHIX	3052098
10/12/2025	15:58:06	2,011	97.5000	LSE	3054709
10/12/2025	16:02:06	1,559	97.5000	LSE	3063443
10/12/2025	16:03:42	42	97.4000	CHIX	3065888
10/12/2025	16:06:23	207	97.6000	BATE	3072133
10/12/2025	16:10:01	94	97.4000	CHIX	3080017
10/12/2025	16:11:23	1,276	97.6000	BATE	3082126
10/12/2025	16:11:23	999	97.6000	BATE	3082124

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