

12 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:	11 December 2025
No. of Ordinary Shares purchased	100,000
Highest price paid per share (pence)	97.40
Lowest price paid per share (pence)	96.00
Volume weighted average price paid per Ordinary Share (pence)	96.5668

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, 3,195,266 Ordinary Shares are held in treasury. The number of 348,400,656 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:

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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	96.5619	70,000	96.00	97.40
BATS Europe	96.5834	15,000	96.20	97.40
Chi-X Europe	96.5623	10,000	96.00	97.40
Aquis	96.5956	5,000	96.20	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
11/12/2025	08:51:28	260	97.3000	BATE	2674758
11/12/2025	09:15:46	2,148	97.4000	LSE	2697202
11/12/2025	09:15:46	1,044	97.4000	CHIX	2697200
11/12/2025	09:15:46	1,566	97.4000	BATE	2697198
11/12/2025	09:15:46	447	97.4000	CHIX	2697196
11/12/2025	09:15:46	1,120	97.4000	Aquis	2697194
11/12/2025	09:27:33	400	97.2000	LSE	2706436
11/12/2025	09:27:33	985	97.2000	LSE	2706434
11/12/2025	09:27:33	783	97.2000	LSE	2706432
11/12/2025	09:27:48	2,210	97.1000	LSE	2706683
11/12/2025	10:04:25	1,438	97.0000	CHIX	2741250
11/12/2025	10:04:25	1,342	97.0000	BATE	2741248
11/12/2025	10:04:25	2,016	97.1000	LSE	2741246
11/12/2025	10:04:27	1,783	96.7000	LSE	2741271
11/12/2025	10:29:38	2,089	96.9000	LSE	2762917
11/12/2025	11:54:00	1,853	96.8000	LSE	2828862
11/12/2025	11:54:00	1,412	96.7000	BATE	2828860
11/12/2025	11:54:00	2,191	96.7000	LSE	2828864
11/12/2025	12:00:10	44	96.6000	Aquis	2834062
11/12/2025	12:05:28	983	96.6000	Aquis	2838698
11/12/2025	12:08:21	75	96.5000	BATE	2840654
11/12/2025	12:08:21	1,419	96.5000	BATE	2840652
11/12/2025	12:11:59	235	96.5000	CHIX	2843699
11/12/2025	12:12:12	384	96.4000	LSE	2843865
11/12/2025	12:19:11	1,550	96.5000	LSE	2848995
11/12/2025	12:36:55	159	96.4000	LSE	2863303
11/12/2025	12:59:55	250	96.2000	BATE	2881585
11/12/2025	13:03:33	351	96.6000	LSE	2884752
11/12/2025	13:03:33	264	96.6000	LSE	2884754
11/12/2025	13:03:33	535	96.5000	LSE	2884750
11/12/2025	13:07:50	2,187	96.5000	LSE	2888730
11/12/2025	13:07:53	467	96.4000	CHIX	2888774
11/12/2025	13:09:34	236	96.3000	LSE	2890025
11/12/2025	13:09:34	957	96.4000	CHIX	2890023
11/12/2025	13:10:40	356	96.4000	Aquis	2891477
11/12/2025	13:10:40	204	96.4000	Aquis	2891475
11/12/2025	13:12:51	444	96.2000	BATE	2893096
11/12/2025	13:12:51	876	96.4000	LSE	2893093
11/12/2025	13:12:51	849	96.4000	LSE	2893091
11/12/2025	13:17:51	810	96.4000	LSE	2897387
11/12/2025	13:17:51	331	96.4000	LSE	2897385
11/12/2025	13:19:51	827	96.4000	LSE	2899055
11/12/2025	13:19:51	140	96.4000	LSE	2899053
11/12/2025	13:19:51	483	96.4000	LSE	2899051
11/12/2025	13:27:16	366	96.3000	LSE	2906449
11/12/2025	13:32:36	1,133	96.3000	LSE	2911983
11/12/2025	13:32:37	1,600	96.4000	LSE	2911993
11/12/2025	13:32:37	685	96.4000	LSE	2911995
11/12/2025	13:32:37	604	96.4000	LSE	2911991
11/12/2025	13:36:30	560	96.4000	LSE	2917043
11/12/2025	13:36:30	1,600	96.4000	LSE	2917041
11/12/2025	13:36:32	327	96.4000	LSE	2917090
11/12/2025	13:36:32	382	96.3000	LSE	2917088
11/12/2025	13:47:32	990	96.3000	LSE	2927522
11/12/2025	13:47:32	8	96.3000	LSE	2927520
11/12/2025	13:47:32	200	96.3000	LSE	2927518
11/12/2025	13:58:41	1,289	96.2000	CHIX	2940165
11/12/2025	13:58:41	1,269	96.2000	BATE	2940163
11/12/2025	13:58:41	1,179	96.2000	Aquis	2940161
11/12/2025	13:58:41	635	96.2000	BATE	2940159
11/12/2025	14:20:14	178	96.0000	LSE	2969306
11/12/2025	14:20:08	1,531	96.0000	CHIX	2981036

11/12/2025	14:29:00	1,331	96.0000	CHIX	2901030
11/12/2025	14:30:56	451	96.2000	LSE	2990103
11/12/2025	14:37:42	7	96.5000	LSE	3007294
11/12/2025	14:37:42	1	96.5000	LSE	3007292
11/12/2025	14:42:27	4,997	96.6000	LSE	3017196
11/12/2025	14:42:27	99	96.6000	LSE	3017194
11/12/2025	14:42:27	1	96.6000	LSE	3017192
11/12/2025	14:42:27	917	96.6000	LSE	3017190
11/12/2025	14:44:42	2,182	96.6000	LSE	3021267
11/12/2025	14:59:14	4	96.7000	LSE	3055738
11/12/2025	14:59:14	391	96.6000	LSE	3055736
11/12/2025	14:59:36	1,862	96.7000	LSE	3056580
11/12/2025	14:59:36	1	96.7000	LSE	3056578
11/12/2025	15:02:03	55	96.6000	LSE	3068324
11/12/2025	15:02:26	1,970	96.6000	LSE	3069235
11/12/2025	15:02:26	800	96.6000	LSE	3069233
11/12/2025	15:10:53	1,433	96.5000	BATE	3088131
11/12/2025	15:10:53	251	96.5000	BATE	3088129
11/12/2025	15:10:53	77	96.5000	BATE	3088127
11/12/2025	15:10:53	1,094	96.5000	BATE	3088125
11/12/2025	15:17:34	1,807	96.4000	LSE	3102372
11/12/2025	15:17:34	1,862	96.4000	LSE	3102370
11/12/2025	15:23:06	590	96.3000	Aquis	3111697
11/12/2025	15:24:12	397	96.3000	Aquis	3115977
11/12/2025	15:25:34	2,214	96.4000	LSE	3120632
11/12/2025	15:30:34	1,949	96.4000	LSE	3128991
11/12/2025	15:30:54	127	96.3000	Aquis	3129484
11/12/2025	15:33:41	1,495	96.2000	LSE	3133321
11/12/2025	15:39:36	9	96.2000	BATE	3142880
11/12/2025	15:41:01	387	96.2000	BATE	3146384
11/12/2025	15:48:23	77	96.2000	LSE	3158511
11/12/2025	15:48:51	393	96.2000	BATE	3159140
11/12/2025	15:48:51	1	96.2000	BATE	3159122
11/12/2025	15:48:56	80	96.2000	BATE	3159230
11/12/2025	15:48:58	1	96.2000	BATE	3159304
11/12/2025	15:56:24	1,016	96.3000	LSE	3174671
11/12/2025	15:56:24	800	96.3000	LSE	3174669
11/12/2025	15:56:24	6,482	96.3000	LSE	3174666
11/12/2025	15:56:24	469	96.3000	LSE	3174664
11/12/2025	15:56:24	800	96.3000	LSE	3174662
11/12/2025	15:56:25	11	96.2000	BATE	3174703
11/12/2025	15:56:26	80	96.2000	BATE	3174714
11/12/2025	15:56:31	361	96.3000	CHIX	3174890
11/12/2025	15:56:31	115	96.3000	CHIX	3174888
11/12/2025	15:56:31	121	96.3000	CHIX	3174886
11/12/2025	15:56:31	119	96.3000	CHIX	3174884
11/12/2025	16:03:37	379	96.5000	CHIX	3190059
11/12/2025	16:03:37	972	96.5000	CHIX	3190057
11/12/2025	16:03:37	176	96.5000	CHIX	3190055
11/12/2025	16:03:37	171	96.5000	CHIX	3190053
11/12/2025	16:03:37	178	96.5000	CHIX	3190051
11/12/2025	16:09:53	1,212	96.4000	LSE	3201406
11/12/2025	16:09:53	1,844	96.4000	BATE	3201404
11/12/2025	16:12:53	667	96.4000	BATE	3208576
11/12/2025	16:12:59	392	96.3000	LSE	3208712
11/12/2025	16:13:40	8	96.3000	LSE	3209765
11/12/2025	16:14:50	1	96.3000	LSE	3211486
11/12/2025	16:15:28	18	96.3000	LSE	3215100
11/12/2025	16:15:44	3	96.3000	LSE	3215447
11/12/2025	16:16:29	10	96.3000	LSE	3217031
11/12/2025	16:17:07	12	96.3000	LSE	3218489
11/12/2025	16:17:20	144	96.3000	LSE	3219099
11/12/2025	16:17:20	150	96.3000	LSE	3219097
11/12/2025	16:17:20	103	96.3000	LSE	3219095
11/12/2025	16:18:10	146	96.2000	LSE	3221595
11/12/2025	16:19:26	19	96.2000	LSE	3223883

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