

15 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:	12 December 2025
No. of Ordinary Shares purchased	211,000
Highest price paid per share (pence)	77.70
Lowest price paid per share (pence)	69.80
Volume weighted average price paid per Ordinary Share (pence)	71.7999

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, 3,406,266 Ordinary Shares are held in treasury. The number of 348,189,656 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

+44 (0) 207 353 4200

James Macey White / Anthony Di Natale

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	72.0247	140,000	69.80	75.30
BATS Europe	71.3025	48,000	69.90	75.00
Chi-X Europe	71.5806	15,000	70.00	74.50
Aquis	71.2611	8,000	69.90	72.80

Individual transactions:

European Union (withdrawing) / 7 Oct 2019), a full breakdown of the individual trades made by CBO 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
12/12/2025	08:05:10	3,185	77.7000	LSE	4503173
12/12/2025	08:05:11	1,881	75.0000	LSE	4503274
12/12/2025	08:09:02	2,127	72.1000	LSE	4509243
12/12/2025	08:09:05	1,341	71.0000	LSE	4509328
12/12/2025	08:12:46	566	71.0000	LSE	4512993
12/12/2025	08:12:46	1,541	71.0000	CHIX	4512991
12/12/2025	08:21:17	2,137	71.1000	LSE	4520871
12/12/2025	08:21:20	2,205	71.0000	LSE	4520897
12/12/2025	08:22:38	1,998	70.5000	LSE	4521935
12/12/2025	08:28:34	1,121	72.4000	Aquis	4527375
12/12/2025	08:31:33	2,159	71.2000	LSE	4530498
12/12/2025	08:43:35	1,925	73.0000	LSE	4543022
12/12/2025	08:51:23	2,088	73.6000	LSE	4550770
12/12/2025	09:01:29	1,793	74.3000	LSE	4563207
12/12/2025	09:05:23	347	74.3000	LSE	4567946
12/12/2025	09:05:23	554	74.3000	LSE	4567944
12/12/2025	09:05:23	335	74.3000	LSE	4567942
12/12/2025	09:28:03	2,040	75.0000	LSE	4588777
12/12/2025	09:31:52	1,955	75.3000	LSE	4592290
12/12/2025	09:31:58	331	75.1000	LSE	4592359
12/12/2025	09:33:02	221	75.2000	LSE	4593129
12/12/2025	09:34:02	597	75.2000	LSE	4593945
12/12/2025	09:34:02	1,122	75.2000	LSE	4593943
12/12/2025	09:35:03	1,875	74.6000	LSE	4595450
12/12/2025	09:51:36	1,858	74.6000	LSE	4610739
12/12/2025	09:54:16	1,549	74.8000	BATE	4612795
12/12/2025	09:54:16	135	75.0000	BATE	4612791
12/12/2025	09:54:16	1,361	75.0000	BATE	4612793
12/12/2025	09:54:34	1,836	74.8000	LSE	4612975
12/12/2025	09:54:39	753	74.5000	CHIX	4613048
12/12/2025	10:01:39	1,977	74.8000	LSE	4620080
12/12/2025	10:01:51	785	74.5000	CHIX	4620215
12/12/2025	10:01:51	475	74.5000	CHIX	4620213
12/12/2025	10:01:51	709	74.5000	CHIX	4620211
12/12/2025	10:03:25	2,070	73.8000	LSE	4621680
12/12/2025	10:17:39	1,984	74.1000	LSE	4634140
12/12/2025	10:17:40	1,658	73.4000	BATE	4634146
12/12/2025	10:17:40	1,503	73.4000	BATE	4634144
12/12/2025	10:22:43	2,049	74.3000	LSE	4638662
12/12/2025	10:26:02	453	74.0000	LSE	4641189
12/12/2025	10:26:26	1,396	74.0000	LSE	4641399
12/12/2025	10:29:34	2,031	73.7000	LSE	4643388
12/12/2025	10:40:08	1,165	73.5000	LSE	4652742
12/12/2025	10:40:08	672	73.5000	LSE	4652740
12/12/2025	10:47:02	1,808	73.0000	LSE	4657664
12/12/2025	10:48:46	1,225	72.8000	Aquis	4658883

12/12/2025	10:48:49	9	72.5000	BATE	4658930
12/12/2025	10:48:49	4	72.5000	BATE	4658923
12/12/2025	10:48:49	130	72.5000	BATE	4658921
12/12/2025	10:49:08	15	72.6000	BATE	4659097
12/12/2025	10:49:08	710	72.6000	BATE	4659095
12/12/2025	10:49:16	2	72.6000	BATE	4659187
12/12/2025	10:49:23	5	72.6000	BATE	4659299
12/12/2025	10:49:32	96	72.6000	BATE	4659408
12/12/2025	10:49:33	1	72.6000	BATE	4659410
12/12/2025	10:49:57	15	72.6000	BATE	4659604
12/12/2025	10:50:01	11	72.6000	BATE	4660462
12/12/2025	10:50:02	21	72.6000	BATE	4660498
12/12/2025	10:50:11	12	72.6000	BATE	4660605
12/12/2025	10:50:37	62	72.6000	BATE	4660903
12/12/2025	10:50:38	1	72.6000	BATE	4660905
12/12/2025	10:50:39	10	72.6000	BATE	4660918
12/12/2025	10:50:39	240	72.6000	BATE	4660915
12/12/2025	10:50:41	3	72.6000	BATE	4660931
12/12/2025	10:50:41	90	72.6000	BATE	4660929
12/12/2025	10:50:51	26	72.6000	BATE	4661065
12/12/2025	10:50:57	279	72.6000	BATE	4661125
12/12/2025	10:50:57	1,565	72.6000	BATE	4661127
12/12/2025	11:00:19	2,211	73.1000	LSE	4668866
12/12/2025	11:02:54	1,831	72.8000	LSE	4670600
12/12/2025	11:15:26	1,387	72.5000	BATE	4679118
12/12/2025	11:15:26	1,468	72.5000	CHIX	4679116
12/12/2025	11:15:30	1,441	72.4000	LSE	4679189
12/12/2025	11:15:30	652	72.4000	LSE	4679187
12/12/2025	11:22:24	258	71.3000	BATE	4684114
12/12/2025	11:22:24	1,114	71.3000	BATE	4684111
12/12/2025	11:39:04	696	71.7000	LSE	4695283
12/12/2025	11:39:04	1,171	71.7000	LSE	4695281
12/12/2025	11:40:02	1,867	71.6000	LSE	4696420
12/12/2025	11:59:05	1,122	71.2000	LSE	4708426
12/12/2025	11:59:22	1,202	71.2000	LSE	4708555
12/12/2025	11:59:24	1,224	71.2000	LSE	4708576
12/12/2025	11:59:24	107	71.2000	LSE	4708574
12/12/2025	12:00:03	895	71.2000	LSE	4709931
12/12/2025	12:07:54	1,495	71.0000	CHIX	4715704
12/12/2025	12:14:39	1,061	70.7000	LSE	4719734
12/12/2025	12:16:02	948	70.7000	LSE	4721171
12/12/2025	12:22:03	1,956	70.9000	LSE	4724962
12/12/2025	12:29:22	1,204	70.6000	BATE	4729530
12/12/2025	12:30:21	3	70.8000	LSE	4730690
12/12/2025	12:30:32	1,941	70.8000	LSE	4731295
12/12/2025	12:32:21	245	70.6000	BATE	4732613
12/12/2025	12:32:21	34	70.6000	BATE	4732611
12/12/2025	12:33:02	1,167	70.5000	BATE	4732936
12/12/2025	12:34:03	493	70.5000	BATE	4733586
12/12/2025	12:34:03	922	70.5000	BATE	4733584

12/12/2025	12:34:03	157	70.5000	BATE	4733582
12/12/2025	12:44:02	129	70.9000	LSE	4740449
12/12/2025	12:44:02	1,407	70.9000	LSE	4740447
12/12/2025	12:48:02	2,151	71.1000	LSE	4743590
12/12/2025	13:02:18	420	70.8000	LSE	4754762
12/12/2025	13:02:52	376	70.8000	LSE	4755092
12/12/2025	13:04:02	1,123	70.8000	LSE	4755759
12/12/2025	13:13:31	2,055	71.8000	LSE	4763363
12/12/2025	13:13:42	2,027	71.7000	LSE	4763490
12/12/2025	13:23:51	1,888	72.0000	LSE	4771198
12/12/2025	13:28:08	2,013	71.5000	LSE	4774901
12/12/2025	13:28:14	1,138	71.5000	Aquis	4774964
12/12/2025	13:28:14	3	71.5000	LSE	4774966
12/12/2025	13:35:54	1,815	72.2000	LSE	4784273
12/12/2025	13:40:15	636	71.7000	BATE	4787929
12/12/2025	13:44:30	460	71.7000	BATE	4791148
12/12/2025	13:44:30	1,515	71.7000	BATE	4791146
12/12/2025	13:44:30	754	71.7000	BATE	4791144
12/12/2025	13:53:07	1,198	72.1000	LSE	4801579
12/12/2025	13:56:49	1,513	71.9000	BATE	4805355
12/12/2025	13:56:49	431	71.9000	BATE	4805353
12/12/2025	13:56:49	301	71.9000	BATE	4805351
12/12/2025	13:56:49	766	71.9000	BATE	4805349
12/12/2025	13:56:49	1,329	71.9000	BATE	4805347
12/12/2025	13:56:49	1,977	72.2000	LSE	4805345
12/12/2025	13:56:49	1,989	72.2000	LSE	4805343
12/12/2025	13:56:49	1,563	72.0000	CHIX	4805341
12/12/2025	13:56:57	1,200	71.6000	Aquis	4805413
12/12/2025	13:58:56	61	71.6000	Aquis	4807128
12/12/2025	14:15:02	29	71.0000	LSE	4826532
12/12/2025	14:15:08	424	71.0000	LSE	4826598
12/12/2025	14:15:08	1,230	71.0000	LSE	4826591
12/12/2025	14:16:02	1,022	71.0000	LSE	4827418
12/12/2025	14:16:02	115	71.0000	LSE	4827416
12/12/2025	14:16:14	438	71.0000	LSE	4827577
12/12/2025	14:16:14	779	71.0000	LSE	4827575
12/12/2025	14:17:03	1,135	71.0000	LSE	4828334
12/12/2025	14:17:09	521	71.0000	LSE	4828441
12/12/2025	14:32:30	848	70.9000	LSE	4853892
12/12/2025	14:32:30	284	70.9000	LSE	4853890
12/12/2025	14:33:01	461	70.9000	LSE	4854608
12/12/2025	14:33:36	707	70.9000	LSE	4855554
12/12/2025	14:33:36	458	70.9000	LSE	4855552
12/12/2025	14:33:36	744	70.9000	LSE	4855550
12/12/2025	14:33:42	580	70.9000	LSE	4855683
12/12/2025	14:34:04	1,108	70.9000	BATE	4856314
12/12/2025	14:34:26	929	70.7000	BATE	4856786
12/12/2025	14:34:26	917	70.7000	BATE	4856784
12/12/2025	14:34:26	568	70.7000	BATE	4856780
12/12/2025	14:34:26	2,226	70.8000	LSE	4856778

12/12/2025	14:34:26	63	70.9000	LSE	4856776
12/12/2025	14:34:26	386	70.9000	BATE	4856774
12/12/2025	14:34:27	543	70.7000	BATE	4856806
12/12/2025	14:34:27	825	70.7000	BATE	4856808
12/12/2025	14:34:54	741	70.7000	BATE	4857305
12/12/2025	14:35:51	1,422	70.3000	CHIX	4861988
12/12/2025	14:35:51	1,191	70.3000	Aquis	4861986
12/12/2025	14:35:56	43	70.3000	CHIX	4862111
12/12/2025	14:41:52	2,123	70.8000	LSE	4873041
12/12/2025	14:46:45	1,948	70.8000	LSE	4882408
12/12/2025	14:50:02	329	70.8000	LSE	4890284
12/12/2025	14:50:37	1,126	70.8000	LSE	4891105
12/12/2025	14:51:18	351	70.8000	LSE	4892083
12/12/2025	14:56:57	853	70.9000	LSE	4904840
12/12/2025	14:56:57	1,242	70.9000	LSE	4904838
12/12/2025	14:58:27	1,375	70.5000	CHIX	4907080
12/12/2025	14:59:17	17	70.1000	LSE	4908319
12/12/2025	14:59:20	799	70.1000	LSE	4908362
12/12/2025	14:59:20	1,243	70.1000	LSE	4908360
12/12/2025	14:59:46	1,713	69.9000	BATE	4909119
12/12/2025	14:59:46	1,932	70.0000	BATE	4909117
12/12/2025	15:08:51	1,829	70.3000	LSE	4934133
12/12/2025	15:13:25	1,359	70.3000	LSE	4942509
12/12/2025	15:14:06	1,216	70.3000	BATE	4943579
12/12/2025	15:14:07	37	70.3000	LSE	4943626
12/12/2025	15:14:07	161	70.3000	BATE	4943624
12/12/2025	15:14:22	465	70.3000	LSE	4943928
12/12/2025	15:14:38	327	70.3000	LSE	4944340
12/12/2025	15:14:39	974	70.2000	BATE	4944363
12/12/2025	15:14:46	403	70.2000	BATE	4944507
12/12/2025	15:14:46	1,447	70.2000	CHIX	4944505
12/12/2025	15:14:46	1,524	70.2000	BATE	4944509
12/12/2025	15:14:57	1,134	69.9000	Aquis	4944801
12/12/2025	15:16:53	784	69.8000	LSE	4950061
12/12/2025	15:17:35	1,247	69.8000	LSE	4951309
12/12/2025	15:18:03	90	69.8000	LSE	4951987
12/12/2025	15:23:04	1,973	69.8000	LSE	4961551
12/12/2025	15:28:56	839	70.1000	LSE	4980244
12/12/2025	15:29:05	1,068	70.1000	LSE	4980522
12/12/2025	15:31:28	1,022	70.1000	LSE	4987017
12/12/2025	15:31:46	991	70.1000	LSE	4987481
12/12/2025	15:35:07	991	69.8000	LSE	4993963
12/12/2025	15:38:44	126	69.9000	LSE	4998891
12/12/2025	15:39:02	1,204	69.9000	LSE	4999348
12/12/2025	15:39:10	689	69.9000	LSE	4999590
12/12/2025	15:42:02	1,203	70.2000	BATE	5005194
12/12/2025	15:42:06	338	70.2000	BATE	5005284
12/12/2025	15:44:29	1,508	70.2000	BATE	5008291
12/12/2025	15:44:34	498	70.1000	BATE	5008368
12/12/2025	15:44:35	263	70.1000	LSE	5008376
12/12/2025	15:44:35	1,032	70.1000	BATE	5008374

12/12/2025	15:47:39	1,245	70.8000	LSE	5014481
12/12/2025	15:47:40	663	70.8000	LSE	5014493
12/12/2025	15:50:58	1,008	70.3000	LSE	5020942
12/12/2025	15:51:23	1,104	70.3000	LSE	5021656
12/12/2025	15:54:22	822	70.2000	CHIX	5025016
12/12/2025	15:55:58	533	70.1000	LSE	5028828
12/12/2025	15:57:21	1,426	70.2000	BATE	5030701
12/12/2025	15:57:55	1,275	70.2000	LSE	5031294
12/12/2025	15:58:02	603	70.2000	LSE	5031419
12/12/2025	15:58:56	930	70.0000	Aquis	5033682
12/12/2025	15:58:56	634	70.0000	CHIX	5033680
12/12/2025	16:04:05	1,261	70.2000	LSE	5045435
12/12/2025	16:04:06	118	70.2000	LSE	5045523
12/12/2025	16:04:28	485	70.2000	LSE	5046145
12/12/2025	16:05:34	1,402	70.2000	BATE	5051075
12/12/2025	16:06:31	717	70.1000	BATE	5052776
12/12/2025	16:06:31	1,326	70.1000	LSE	5052765
12/12/2025	16:06:37	622	70.1000	BATE	5052929
12/12/2025	16:07:39	468	70.1000	CHIX	5054346
12/12/2025	16:13:02	729	70.0000	BATE	5064445
12/12/2025	16:13:08	386	70.0000	BATE	5064536

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 rns@seg.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

POSUUUBRVNUUAAA