

16 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:	15 December 2025
No. of Ordinary Shares purchased	323,000
Highest price paid per share (pence)	73.60
Lowest price paid per share (pence)	70.00
Volume weighted average price paid per Ordinary Share (pence)	71.6187

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, 3,729,266 Ordinary Shares are held in treasury. The number of 347,866,656 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	71.6818	250,000	70.00	73.60
BATS Europe	71.2356	50,000	70.00	73.20
Chi-X Europe	71.6760	15,000	70.10	73.00
Aquis	71.9358	8,000	70.40	73.50

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
15/12/2025	08:00:32	1,175	71.8000	LSE	2614632
15/12/2025	08:00:32	1,100	71.8000	LSE	2614630
15/12/2025	08:03:03	812	70.8000	LSE	2617604
15/12/2025	08:03:03	1,177	70.8000	LSE	2617602
15/12/2025	08:09:33	2,122	71.7000	LSE	2626153
15/12/2025	08:09:34	2,058	71.3000	LSE	2626169
15/12/2025	08:10:22	1,992	71.5000	LSE	2627224
15/12/2025	08:13:08	2,041	71.6000	LSE	2629657
15/12/2025	08:15:25	2,171	71.8000	LSE	2631910
15/12/2025	08:24:08	1,896	72.6000	LSE	2640085
15/12/2025	08:26:20	2,132	72.4000	LSE	2642173
15/12/2025	08:26:30	2,173	72.2000	LSE	2642339
15/12/2025	08:34:13	1,321	72.2000	CHIX	2650380
15/12/2025	08:37:19	2,158	72.7000	LSE	2653765
15/12/2025	08:37:35	854	72.6000	LSE	2654012
15/12/2025	08:39:34	985	72.6000	LSE	2655930
15/12/2025	08:42:25	2,152	72.8000	LSE	2658792
15/12/2025	08:54:58	2,153	73.5000	LSE	2672954
15/12/2025	08:55:38	2,111	73.3000	LSE	2673994
15/12/2025	08:55:45	635	73.3000	LSE	2674171
15/12/2025	09:04:04	695	73.0000	LSE	2682464
15/12/2025	09:04:04	1,242	73.0000	LSE	2682462
15/12/2025	09:06:56	1,542	72.9000	BATE	2685742
15/12/2025	09:14:03	1,260	72.7000	BATE	2691785
15/12/2025	09:15:26	1,239	72.8000	LSE	2693479
15/12/2025	09:16:03	969	72.8000	LSE	2694051
15/12/2025	09:18:03	1,132	72.7000	Aquis	2695522
15/12/2025	09:20:02	239	72.7000	Aquis	2697876
15/12/2025	09:20:02	507	72.7000	LSE	2697874
15/12/2025	09:20:02	458	72.7000	BATE	2697868
15/12/2025	09:20:02	1,436	72.7000	CHIX	2697864
15/12/2025	09:20:02	290	72.7000	BATE	2697866
15/12/2025	09:20:02	918	72.7000	BATE	2697870
15/12/2025	09:20:02	1,696	72.7000	LSE	2697872
15/12/2025	09:20:03	496	72.5000	BATE	2697902
15/12/2025	09:20:03	821	72.5000	BATE	2697900
15/12/2025	09:33:57	1,264	72.5000	LSE	2711113
15/12/2025	09:33:59	749	72.5000	LSE	2711131
15/12/2025	09:41:41	2,183	73.0000	LSE	2719730
15/12/2025	09:44:35	704	73.1000	LSE	2722652
15/12/2025	09:44:35	1,226	73.1000	LSE	2722650
15/12/2025	09:48:32	2,032	73.0000	LSE	2727168
15/12/2025	09:57:37	1,821	72.8000	LSE	2737542
15/12/2025	10:16:18	1,987	73.1000	LSE	2754891
15/12/2025	10:20:20	590	73.1000	LSE	2758693
15/12/2025	10:20:20	1,010	73.1000	LSE	2758681
15/12/2025	10:21:02	521	73.1000	LSE	2759391
15/12/2025	10:24:18	2,030	73.6000	LSE	2761798
15/12/2025	10:26:23	197	73.6000	LSE	2764063
15/12/2025	10:26:23	141	73.6000	LSE	2764061
15/12/2025	10:26:23	2,700	73.6000	LSE	2764059
15/12/2025	10:26:23	1,876	73.5000	LSE	2764057
15/12/2025	10:39:03	955	73.5000	Aquis	2776184
15/12/2025	10:41:03	432	73.5000	Aquis	2778376
15/12/2025	10:45:47	1,289	73.3000	LSE	2782552
15/12/2025	10:45:50	734	73.3000	LSE	2782611
15/12/2025	10:46:03	1,181	73.2000	BATE	2782759
15/12/2025	10:47:02	215	73.2000	BATE	2783721
15/12/2025	10:47:39	1,077	73.2000	BATE	2784197
15/12/2025	10:47:48	1,195	73.1000	LSE	2784301
15/12/2025	10:47:49	1,326	73.0000	CHIX	2784305
15/12/2025	10:58:42	324	73.2000	LSE	2795009

15/12/2025	10:58:42	1,989	73.2000	LSE	2795007
15/12/2025	10:58:42	1,921	73.2000	LSE	2795005
15/12/2025	11:00:39	1,922	73.4000	LSE	2797529
15/12/2025	11:12:18	1,916	73.5000	LSE	2807082
15/12/2025	11:17:23	1,999	73.4000	LSE	2811305
15/12/2025	11:23:02	8	73.2000	LSE	2816000
15/12/2025	11:25:00	1,980	73.3000	LSE	2817256
15/12/2025	11:25:07	2,051	73.2000	LSE	2818028
15/12/2025	11:27:04	1,364	73.1000	BATE	2819362
15/12/2025	11:27:04	1,364	73.0000	BATE	2819364
15/12/2025	11:27:04	1,435	73.0000	CHIX	2819366
15/12/2025	11:27:04	2,092	73.1000	LSE	2819368
15/12/2025	11:27:25	1,728	73.0000	LSE	2819606
15/12/2025	11:27:52	2,112	72.8000	LSE	2819909
15/12/2025	11:27:52	4,708	72.8000	LSE	2819907
15/12/2025	11:27:52	4,707	72.8000	LSE	2819905
15/12/2025	11:27:52	1,770	72.9000	LSE	2819903
15/12/2025	11:29:40	1,838	72.7000	LSE	2821074
15/12/2025	11:30:00	1,844	72.6000	LSE	2821898
15/12/2025	11:30:36	2,108	72.4000	LSE	2822429
15/12/2025	11:34:39	36	72.7000	LSE	2825381
15/12/2025	11:35:00	160	72.7000	LSE	2826211
15/12/2025	11:36:52	1,686	72.7000	LSE	2827692
15/12/2025	11:44:06	1,934	73.2000	LSE	2833505
15/12/2025	11:44:21	1,934	73.0000	LSE	2833668
15/12/2025	11:49:55	2,090	73.0000	LSE	2838600
15/12/2025	12:00:39	2,211	72.6000	LSE	2848524
15/12/2025	12:11:33	1,514	72.5000	Aquis	2858109
15/12/2025	12:12:07	1,446	72.4000	BATE	2858602
15/12/2025	12:12:07	101	72.4000	BATE	2858600
15/12/2025	12:12:07	1,186	72.4000	BATE	2858598
15/12/2025	12:26:13	2,193	72.2000	LSE	2869677
15/12/2025	12:27:09	1,262	71.8000	BATE	2870208
15/12/2025	12:46:28	138	71.9000	CHIX	2887356
15/12/2025	12:46:28	1,194	71.9000	CHIX	2887354
15/12/2025	12:47:35	2,114	71.9000	LSE	2887966
15/12/2025	12:56:59	606	71.7000	LSE	2896220
15/12/2025	12:58:24	1,248	71.7000	LSE	2897295
15/12/2025	13:01:16	1,244	71.8000	LSE	2900378
15/12/2025	13:02:18	633	71.8000	LSE	2901228
15/12/2025	13:06:11	2,162	71.6000	LSE	2904579
15/12/2025	13:20:06	1,970	71.4000	LSE	2916049
15/12/2025	13:22:23	1,913	71.3000	LSE	2917849
15/12/2025	13:32:42	894	71.2000	LSE	2927496
15/12/2025	13:32:42	1,032	71.2000	LSE	2927494
15/12/2025	13:33:37	1,523	71.1000	CHIX	2928305
15/12/2025	13:41:29	945	71.1000	LSE	2936565
15/12/2025	13:41:29	603	71.1000	BATE	2936563
15/12/2025	13:41:29	726	71.1000	BATE	2936560
15/12/2025	13:41:32	933	71.1000	LSE	2936593
15/12/2025	13:43:57	874	71.0000	Aquis	2938564
15/12/2025	13:46:04	73	71.0000	BATE	2941112
15/12/2025	13:46:04	1,329	71.0000	BATE	2941110
15/12/2025	13:49:21	1,055	71.0000	LSE	2944359
15/12/2025	13:50:20	1,336	71.0000	BATE	2946212
15/12/2025	13:56:11	668	71.0000	Aquis	2952287
15/12/2025	13:56:24	2,078	71.0000	LSE	2952447
15/12/2025	13:56:24	713	71.0000	LSE	2952445
15/12/2025	13:56:24	73	71.0000	LSE	2952443
15/12/2025	13:56:24	1,517	71.0000	BATE	2952441
15/12/2025	14:06:16	2,025	70.8000	LSE	2964529
15/12/2025	14:16:21	2,107	71.4000	LSE	2975868
15/12/2025	14:16:58	430	71.2000	LSE	2976636
15/12/2025	14:21:46	1,765	71.2000	LSE	2983952
15/12/2025	14:21:46	1,268	71.2000	CHIX	2983950

15/12/2025	14:30:29	495	71.3000	LSE	3003457
15/12/2025	14:33:19	9	71.3000	LSE	3011013
15/12/2025	14:33:19	1,291	71.3000	LSE	3011011
15/12/2025	14:33:21	1,080	71.3000	LSE	3011066
15/12/2025	14:33:25	1,660	71.3000	LSE	3011182
15/12/2025	14:33:25	802	71.3000	LSE	3011180
15/12/2025	14:37:12	380	71.3000	LSE	3023614
15/12/2025	14:39:04	222	71.4000	LSE	3027298
15/12/2025	14:39:04	766	71.4000	LSE	3027296
15/12/2025	14:43:43	389	71.3000	LSE	3039473
15/12/2025	14:45:24	1,672	71.3000	LSE	3044398
15/12/2025	14:45:36	1,323	71.2000	CHIX	3044812
15/12/2025	14:55:02	3,594	71.1000	LSE	3069770
15/12/2025	14:55:02	1,341	71.4000	BATE	3069768
15/12/2025	14:55:41	2,203	71.0000	LSE	3071391
15/12/2025	14:57:41	681	71.1000	LSE	3076058
15/12/2025	14:57:41	1,227	71.1000	LSE	3076056
15/12/2025	14:59:21	1,271	71.0000	LSE	3079691
15/12/2025	14:59:21	934	71.0000	LSE	3079693
15/12/2025	15:03:53	886	70.9000	CHIX	3098026
15/12/2025	15:03:56	1,599	71.0000	BATE	3098931
15/12/2025	15:04:22	323	70.9000	LSE	3103296
15/12/2025	15:04:22	1,468	70.9000	LSE	3103294
15/12/2025	15:04:22	696	70.9000	LSE	3103291
15/12/2025	15:04:22	648	70.9000	CHIX	3103289
15/12/2025	15:04:22	1,277	70.9000	LSE	3103287
15/12/2025	15:05:38	1,545	71.0000	LSE	3110642
15/12/2025	15:05:38	458	71.0000	LSE	3110640
15/12/2025	15:05:38	1,544	71.0000	BATE	3110638
15/12/2025	15:05:53	743	71.0000	LSE	3111315
15/12/2025	15:05:56	1,042	71.0000	LSE	3111439
15/12/2025	15:05:56	207	71.0000	LSE	3111441
15/12/2025	15:10:56	1,511	71.1000	BATE	3123020
15/12/2025	15:12:11	1,775	71.2000	LSE	3124964
15/12/2025	15:12:11	287	71.2000	LSE	3124962
15/12/2025	15:15:16	1,971	71.1000	LSE	3132054
15/12/2025	15:18:42	958	71.0000	LSE	3137032
15/12/2025	15:20:03	1,565	70.9000	BATE	3141695
15/12/2025	15:20:03	2,219	70.9000	BATE	3141693
15/12/2025	15:20:03	1,270	71.0000	BATE	3141683
15/12/2025	15:20:03	2,127	71.0000	LSE	3141681
15/12/2025	15:20:03	1,013	71.0000	LSE	3141679
15/12/2025	15:24:20	521	70.8000	LSE	3148874
15/12/2025	15:26:30	1,191	70.8000	LSE	3158021
15/12/2025	15:26:32	155	70.8000	LSE	3158105
15/12/2025	15:30:41	613	70.8000	LSE	3166977
15/12/2025	15:30:41	1,387	70.8000	LSE	3166979
15/12/2025	15:33:51	1,858	71.0000	LSE	3172633
15/12/2025	15:34:05	2,002	71.0000	LSE	3172921
15/12/2025	15:34:18	5	70.9000	Aquis	3173251
15/12/2025	15:37:05	1,984	71.0000	LSE	3179445
15/12/2025	15:39:05	1,823	71.0000	LSE	3182232
15/12/2025	15:40:03	2,164	70.9000	LSE	3185505
15/12/2025	15:40:03	1,409	70.9000	CHIX	3185503
15/12/2025	15:40:03	1,452	70.9000	Aquis	3185501
15/12/2025	15:43:44	1,941	70.0000	LSE	3191338
15/12/2025	15:43:44	1,983	70.8000	LSE	3191328
15/12/2025	15:43:44	1,489	70.7000	BATE	3191322
15/12/2025	15:43:44	1,980	70.8000	LSE	3191324
15/12/2025	15:43:44	1,832	70.5000	BATE	3191326
15/12/2025	15:43:44	1,949	70.2000	BATE	3191336
15/12/2025	15:43:44	729	70.4000	Aquis	3191330
15/12/2025	15:43:44	1,949	70.3000	BATE	3191332
15/12/2025	15:43:44	351	70.2000	BATE	3191334
15/12/2025	15:43:55	20,965	70.5000	LSE	3191594
15/12/2025	15:43:55	1,734	70.5000	LSE	3191592

15/12/2025	15:43:55	4,734	70.5000	LSE	3191592
15/12/2025	15:44:07	2,186	70.5000	LSE	3191961
15/12/2025	15:44:07	2,191	70.5000	LSE	3191959
15/12/2025	15:44:14	2,014	70.5000	LSE	3192107
15/12/2025	15:44:40	52	70.3000	LSE	3192839
15/12/2025	15:49:12	1,811	70.3000	LSE	3201828
15/12/2025	15:49:12	1,950	70.4000	LSE	3201823
15/12/2025	15:49:12	2,855	70.5000	LSE	3201821
15/12/2025	15:49:12	1,733	70.5000	LSE	3201819
15/12/2025	15:55:11	1,811	70.2000	LSE	3214426
15/12/2025	15:55:28	1,801	70.1000	LSE	3214746
15/12/2025	15:57:42	1,432	70.2000	BATE	3217530
15/12/2025	15:57:44	2,130	70.1000	LSE	3217555
15/12/2025	16:01:25	328	70.1000	CHIX	3226992
15/12/2025	16:01:25	765	70.1000	CHIX	3226990
15/12/2025	16:02:04	1,264	70.0000	BATE	3228639
15/12/2025	16:03:02	38	70.1000	BATE	3230726
15/12/2025	16:03:02	86	70.1000	BATE	3230724
15/12/2025	16:03:02	288	70.1000	BATE	3230722
15/12/2025	16:03:02	959	70.1000	BATE	3230720
15/12/2025	16:03:13	1,269	70.0000	BATE	3230973
15/12/2025	16:06:00	505	70.1000	LSE	3237142
15/12/2025	16:06:00	1,500	70.1000	LSE	3237139
15/12/2025	16:06:00	139	70.1000	LSE	3237137
15/12/2025	16:06:00	1,361	70.1000	BATE	3237135
15/12/2025	16:06:42	39	70.1000	BATE	3238015
15/12/2025	16:06:42	90	70.1000	BATE	3238013
15/12/2025	16:06:42	298	70.1000	BATE	3238010
15/12/2025	16:06:42	994	70.1000	BATE	3238006
15/12/2025	16:07:03	1,360	70.1000	LSE	3238500
15/12/2025	16:08:04	1,029	70.2000	LSE	3240061
15/12/2025	16:08:30	849	70.2000	LSE	3240666
15/12/2025	16:09:06	1,906	70.3000	LSE	3241563
15/12/2025	16:10:00	654	70.2000	LSE	3243436
15/12/2025	16:10:00	1,524	70.2000	LSE	3243429
15/12/2025	16:11:53	117	70.1000	BATE	3248329
15/12/2025	16:11:53	1,252	70.1000	BATE	3248320
15/12/2025	16:13:28	643	70.1000	LSE	3251196
15/12/2025	16:13:28	1,519	70.1000	LSE	3251194
15/12/2025	16:13:29	276	70.1000	LSE	3251198
15/12/2025	16:13:32	399	70.1000	BATE	3251284
15/12/2025	16:13:32	930	70.1000	BATE	3251282

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