

17 December 2025

Card Factory plc
("cardfactory" or the "Company")
Notification of dealings by a director/PDMR

cardfactory has been notified that on 16 December 2025, the Company's CEO, Darcy Willson-Rymer, purchased, in aggregate, 56,718 ordinary shares of 1 pence each in the capital of the Company ("Ordinary Shares") at an average price of £0.702957 pence per share.

The transaction took place on the London Stock Exchange.

Darcy Willson-Rymer's beneficial interest in the Company's shares following this purchase is 958,639 Ordinary Shares, 0.276% of the Company's Total Voting Rights on the close of business on 16 December 2025.

This notification is made in accordance with Article 19 of the Market Abuse Regulation and the Disclosure and Transparency Rules.

Enquiries:

Ciaran Stone Tel: 01924 839150

General Counsel and Company Secretary

Card Factory plc

CARD FACTORY PLC

NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES

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|----|--|---|
| 1 | Details of the person discharging managerial responsibilities / person closely associated | |
| a) | Name Darcy Willson-Rymer | |
| 2 | Reason for the notification | |
| a) | Position/status CEO | |
| b) | Initial notification /Amendment Initial notification | |
| 3 | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | |
| a) | Name Card Factory plc | |
| b) | LEI 213800TTSOPFVCKPFQ11 | |
| 4 | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted | |
| a) | Description of the financial instrument, type of instrument Identification code Ordinary shares of one pence each GB00BLY2F708 | |
| b) | Nature of the transaction Purchase | |
| c) | Price(s) and volume(s) £0.703184 £0.703142 £0.702750 | Volume(s) 14,249 14,151 28,318 |
| d) | Aggregated information - Aggregated volume - Price -Total | 56,718 £0.702957 £39,870.31 |
| e) | Date of the transaction 16 December 2025 | |
| f) | Place of the transaction London Stock Exchange | |

Name of officer of issuer responsible for making notification: Ciaran Stone

Date of notification: 17 December 2025

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