

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 Independent Non-Executive Director, Robert McWilliam, purchased, in aggregate, 13,852 ordinary shares of 1 pence each in the capital of the Company ("Ordinary Shares") at a price of £0.7219 pence per share.

The transaction took place on the London Stock Exchange.

Robert McWilliam's beneficial interest in the Company's shares following this purchase is 46,430 Ordinary Shares, 0.013% 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
General Counsel and Company Secretary
Card Factory plc
Tel: 01924 839150

CARD FACTORY PLC

NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Robert McWilliam
2	Reason for the notification	
a)	Position/status	Independent Non-Executive Director
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)	Price(s) Volume(s) £0.7219 13,852
d)	Aggregated information - Aggregated volume - Price - Total	13,852 £0.7219 £9,999.76
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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