

22 December 2025

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

cardfactory has been notified that on 22 December 2025, Independent Non-Executive Director, Indira Thambiah, purchased, in aggregate, 7,500 ordinary shares of 1 pence each in the capital of the Company ("Ordinary Shares") at a price of £0.69908 per share.

The transaction took place on the London Stock Exchange.

Indira Thambiah's beneficial interest in the Company's shares following this purchase is 7,500 Ordinary Shares, 0.002% of the Company's Total Voting Rights.

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

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name Indira Thambiah	
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 213800TSOPFVCKPFQ11	
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) £0.699080 7,500
d)	Aggregated information - Aggregated volume - Price - Total	7,500 £0.699080 £5,243.10
e)	Date of the transaction	22 December 2025
f)	Place of the transaction	London Stock Exchange

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

Date of notification: 22 December 2025

information, please contact rns@seg.com or visit www.rns.com.

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