



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	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Indira Thambiah
2	<b>Reason for the notification</b>	
a)	Position/status	Independent Non-Executive Director
b)	Initial notification /Amendment	Initial notification
3	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Card Factory plc
b)	LEI	213800TTSOPFVCKPFQ11
4	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Ordinary shares of one pence each
	Identification code	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	7,500
	- Price	£0.699080
	-Total	£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 [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

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