

22 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:	19 December 2025
No. of Ordinary Shares purchased	199,564
Highest price paid per share (pence)	73.20
Lowest price paid per share (pence)	70.40
Volume weighted average price paid per Ordinary Share (pence)	71.4300

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, 5,780,830 Ordinary Shares are held in treasury. The number of 345,815,092 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
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Matthias Seeger, Chief Financial Officer

via Teneo (below)

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Aggregated information:

Trading venue	Volume weighted average price (pence)	Aggregated volume	Lowest Price per share	Highest Price per share
London Stock Exchange	71.5203	108,564	70.40	73.20
BATS Europe	71.3101	51,000	70.40	72.90
Chi-X Europe	71.3129	30,000	70.60	72.90
Aquis	71.4139	10,000	70.70	72.90

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
19/12/2025	08:08:38	2,340	73.1000	LSE	2586101
19/12/2025	08:09:26	590	73.1000	LSE	2586672
19/12/2025	08:09:26	1,272	73.1000	LSE	2586670
19/12/2025	08:14:16	1,996	73.2000	LSE	2590382
19/12/2025	08:15:06	2,123	73.1000	LSE	2591393
19/12/2025	08:19:16	1,360	72.9000	CHIX	2594724
19/12/2025	08:19:16	1,876	73.0000	LSE	2594722
19/12/2025	08:43:47	1,272	72.8000	BATE	2617193
19/12/2025	08:43:47	746	72.9000	BATE	2617183
19/12/2025	08:43:47	1,900	73.1000	LSE	2617179
19/12/2025	08:43:47	84	73.1000	LSE	2617181
19/12/2025	08:43:47	3,201	72.9000	BATE	2617187
19/12/2025	08:43:47	1,468	72.9000	Aquis	2617185
19/12/2025	08:43:47	1,565	72.9000	CHIX	2617189
19/12/2025	08:43:47	1,888	72.9000	LSE	2617191
19/12/2025	08:53:02	1,130	72.3000	LSE	2626474
19/12/2025	08:53:02	856	72.3000	LSE	2626472
19/12/2025	09:02:12	1,344	72.0000	BATE	2634949
19/12/2025	09:02:12	2,178	72.2000	LSE	2634947
19/12/2025	09:02:12	1,501	72.0000	CHIX	2634945
19/12/2025	09:16:02	1,967	72.0000	LSE	2651906
19/12/2025	09:24:40	175	71.9000	LSE	2660071
19/12/2025	09:24:40	1,741	71.9000	LSE	2660073
19/12/2025	09:26:16	2,116	71.9000	LSE	2662258
19/12/2025	09:49:26	2,121	72.0000	LSE	2684711
19/12/2025	09:56:25	2,183	72.0000	LSE	2691719
19/12/2025	10:02:27	1,531	72.1000	BATE	2696837
19/12/2025	10:03:30	2,129	72.0000	LSE	2697579
19/12/2025	10:05:40	166	72.2000	BATE	2700136
19/12/2025	10:05:40	1,100	72.2000	BATE	2700134
19/12/2025	10:08:13	1,932	72.1000	LSE	2701725
19/12/2025	10:08:13	1,495	72.0000	Aquis	2701723
19/12/2025	10:11:18	1,499	71.9000	CHIX	2704484
19/12/2025	10:11:19	1,457	71.8000	CHIX	2704497
19/12/2025	10:19:29	116	71.8000	BATE	2713644
19/12/2025	10:21:11	180	71.8000	BATE	2715725
19/12/2025	10:21:11	1,248	71.8000	BATE	2715727
19/12/2025	10:21:11	1,362	71.8000	BATE	2715729
19/12/2025	10:21:11	2,123	71.8000	LSE	2715731
19/12/2025	10:39:56	36	71.6000	LSE	2729921
19/12/2025	10:39:56	163	71.6000	LSE	2729919
19/12/2025	10:42:28	1,411	71.6000	LSE	2732222
19/12/2025	10:49:14	207	71.6000	LSE	2737502
19/12/2025	10:50:17	2,167	71.6000	LSE	2740313
19/12/2025	10:50:17	82	71.6000	LSE	2740311
19/12/2025	10:55:03	243	71.5000	CHIX	2749242
19/12/2025	10:58:54	193	71.5000	CHIX	2755812
19/12/2025	10:59:37	121	71.5000	CHIX	2757312
19/12/2025	10:59:37	882	71.5000	CHIX	2757310
19/12/2025	11:00:24	86	71.5000	LSE	2759153
19/12/2025	11:01:32	152	71.5000	CHIX	2759911
19/12/2025	11:02:46	1,870	71.5000	LSE	2760517
19/12/2025	11:02:46	997	71.5000	CHIX	2760515
19/12/2025	11:06:11	1,280	71.5000	BATE	2763589
19/12/2025	11:15:11	2,187	71.4000	LSE	2770687

19/12/2025	11:15:31	195	71.3000	Aquis	2770929
19/12/2025	11:17:04	1,844	71.3000	LSE	2771855
19/12/2025	11:17:04	1,383	71.3000	BATE	2771853
19/12/2025	11:17:04	1,437	71.3000	BATE	2771851
19/12/2025	11:17:04	1,271	71.3000	Aquis	2771849
19/12/2025	11:34:43	1,933	71.2000	LSE	2783895
19/12/2025	11:40:51	83	71.3000	LSE	2788736
19/12/2025	11:40:58	1,334	71.3000	LSE	2788782
19/12/2025	11:44:24	395	71.3000	LSE	2790392
19/12/2025	11:50:35	183	71.2000	BATE	2795370
19/12/2025	12:08:12	163	71.2000	LSE	2811119
19/12/2025	12:09:30	196	71.2000	LSE	2811948
19/12/2025	12:11:51	158	71.2000	LSE	2814082
19/12/2025	12:11:51	1	71.1000	CHIX	2814080
19/12/2025	12:13:09	1,361	71.2000	LSE	2815057
19/12/2025	12:13:10	1,996	71.2000	LSE	2815068
19/12/2025	12:13:10	122	71.2000	LSE	2815066
19/12/2025	12:13:21	1,354	71.1000	CHIX	2815168
19/12/2025	12:13:21	1,263	71.1000	CHIX	2815166
19/12/2025	12:23:32	1,356	71.1000	CHIX	2822665
19/12/2025	12:27:50	90	71.1000	CHIX	2825941
19/12/2025	12:31:20	1,269	71.0000	BATE	2829327
19/12/2025	12:31:20	2,089	71.2000	LSE	2829325
19/12/2025	12:36:08	545	70.7000	Aquis	2833120
19/12/2025	12:39:36	1,799	71.2000	LSE	2834906
19/12/2025	12:46:26	1,801	71.1000	LSE	2840943
19/12/2025	12:46:26	402	71.1000	LSE	2840941
19/12/2025	12:58:30	417	71.2000	BATE	2853713
19/12/2025	12:58:46	439	71.2000	LSE	2853910
19/12/2025	12:58:54	89	71.2000	LSE	2853984
19/12/2025	12:59:26	131	71.2000	LSE	2854365
19/12/2025	12:59:51	162	71.2000	LSE	2854722
19/12/2025	13:03:55	2,018	71.1000	LSE	2858336
19/12/2025	13:03:55	247	71.1000	Aquis	2858334
19/12/2025	13:03:55	1,100	71.1000	Aquis	2858332
19/12/2025	13:14:29	173	71.0000	CHIX	2866905
19/12/2025	13:15:18	1,780	71.0000	LSE	2868340
19/12/2025	13:15:18	1,391	71.0000	CHIX	2868338
19/12/2025	13:23:18	920	70.9000	LSE	2874506
19/12/2025	13:23:18	1,100	70.9000	LSE	2874504
19/12/2025	13:23:18	1,838	71.0000	LSE	2874502
19/12/2025	13:31:38	5,361	71.0000	BATE	2882194
19/12/2025	13:31:58	167	70.8000	CHIX	2882550
19/12/2025	13:46:08	542	71.1000	LSE	2897887
19/12/2025	13:46:08	1,100	71.1000	LSE	2897885
19/12/2025	13:46:08	111	71.1000	LSE	2897883
19/12/2025	13:46:08	146	71.1000	LSE	2897881
19/12/2025	13:46:30	30	71.0000	LSE	2898119
19/12/2025	13:46:30	2,130	71.0000	LSE	2898117
19/12/2025	13:46:30	1,376	71.1000	BATE	2898115
19/12/2025	14:01:30	2,083	71.0000	LSE	2913582
19/12/2025	14:01:31	151	70.9000	CHIX	2913603
19/12/2025	14:02:03	120	70.9000	CHIX	2913969
19/12/2025	14:02:03	40	70.9000	CHIX	2913967
19/12/2025	14:06:08	1	71.1000	LSE	2919324
19/12/2025	14:06:08	1,633	71.1000	BATE	2919322
19/12/2025	14:07:51	1,490	71.0000	LSE	2920560
19/12/2025	14:07:51	441	71.0000	LSE	2920558
19/12/2025	14:10:37	1,911	70.9000	LSE	2923728
19/12/2025	14:10:37	1,221	70.9000	CHIX	2923726
19/12/2025	14:10:37	68	70.9000	CHIX	2923724
19/12/2025	14:10:37	1,032	70.9000	CHIX	2923722
19/12/2025	14:10:37	122	70.9000	CHIX	2923720
19/12/2025	14:10:37	12	70.9000	CHIX	2923716
19/12/2025	14:24:15	1,785	70.9000	LSE	2937160
19/12/2025	14:27:20	828	70.8000	CHIX	2941302

19/12/2025	14:21:23	928	70.0000	CHIX	2941392
19/12/2025	14:33:02	161	71.0000	LSE	2955786
19/12/2025	14:33:02	498	71.0000	LSE	2955784
19/12/2025	14:33:02	1,468	71.0000	LSE	2955782
19/12/2025	14:33:03	356	70.8000	Aquis	2955824
19/12/2025	14:33:56	114	70.8000	CHIX	2957721
19/12/2025	14:35:18	1,223	70.9000	BATE	2963714
19/12/2025	14:35:18	1,808	70.9000	BATE	2963712
19/12/2025	14:35:22	1,518	70.9000	BATE	2963816
19/12/2025	14:35:22	642	71.0000	LSE	2963810
19/12/2025	14:40:50	1,975	71.1000	LSE	2976183
19/12/2025	14:41:02	1,335	71.0000	CHIX	2976987
19/12/2025	14:41:02	1,438	71.0000	Aquis	2976985
19/12/2025	14:41:02	1,564	71.0000	CHIX	2976983
19/12/2025	14:41:15	1,131	70.9000	LSE	2977398
19/12/2025	14:44:16	45	71.0000	LSE	2982778
19/12/2025	14:44:16	1,185	71.0000	LSE	2982780
19/12/2025	14:48:57	2,055	71.1000	LSE	2992798
19/12/2025	14:54:22	3,915	71.2000	BATE	3003447
19/12/2025	14:54:22	1,100	71.2000	BATE	3003445
19/12/2025	14:57:37	1,893	71.3000	LSE	3011190
19/12/2025	14:58:34	992	71.2000	LSE	3012414
19/12/2025	14:58:34	418	71.2000	LSE	3012412
19/12/2025	14:58:34	558	71.2000	LSE	3012410
19/12/2025	15:06:08	436	71.0000	LSE	3034948
19/12/2025	15:06:20	1,298	71.0000	CHIX	3035129
19/12/2025	15:07:49	685	71.0000	LSE	3037024
19/12/2025	15:11:28	2,096	71.0000	LSE	3043520
19/12/2025	15:11:28	653	71.0000	LSE	3043518
19/12/2025	15:11:28	75	71.0000	CHIX	3043516
19/12/2025	15:11:51	504	71.0000	BATE	3044089
19/12/2025	15:11:51	2,446	71.0000	BATE	3044087
19/12/2025	15:11:51	1,517	70.9000	CHIX	3044084
19/12/2025	15:11:51	250	70.9000	CHIX	3044082
19/12/2025	15:11:51	1,100	70.9000	CHIX	3044080
19/12/2025	15:15:11	1,263	70.9000	BATE	3049990
19/12/2025	15:17:29	1,289	70.8000	LSE	3053410
19/12/2025	15:17:40	714	70.8000	LSE	3053799
19/12/2025	15:18:11	1,474	70.9000	BATE	3054640
19/12/2025	15:18:15	244	70.7000	Aquis	3054766
19/12/2025	15:22:00	1,100	71.0000	BATE	3062161
19/12/2025	15:22:00	456	71.0000	BATE	3062163
19/12/2025	15:24:04	2,102	70.9000	LSE	3065024
19/12/2025	15:24:04	1,351	70.9000	BATE	3065022
19/12/2025	15:24:29	802	70.8000	Aquis	3065853
19/12/2025	15:28:29	301	70.7000	Aquis	3074971
19/12/2025	15:28:29	242	70.8000	BATE	3074968
19/12/2025	15:29:05	538	70.7000	Aquis	3076048
19/12/2025	15:30:04	1,934	70.8000	LSE	3079309
19/12/2025	15:30:04	123	70.8000	LSE	3079307
19/12/2025	15:31:09	992	70.8000	LSE	3081364
19/12/2025	15:31:09	724	70.8000	LSE	3081362
19/12/2025	15:33:07	1,286	70.8000	LSE	3084625
19/12/2025	15:34:20	1,550	70.7000	CHIX	3086536
19/12/2025	15:39:15	1,373	70.8000	LSE	3096863
19/12/2025	15:39:16	721	70.7000	BATE	3096873
19/12/2025	15:39:23	783	70.7000	BATE	3097019
19/12/2025	15:40:02	527	70.7000	CHIX	3099760
19/12/2025	15:41:09	5	70.7000	CHIX	3101461
19/12/2025	15:41:09	104	70.7000	CHIX	3101459
19/12/2025	15:41:09	176	70.7000	CHIX	3101457
19/12/2025	15:44:13	986	70.6000	LSE	3106232
19/12/2025	15:44:13	855	70.6000	CHIX	3106230
19/12/2025	15:48:18	296	70.7000	LSE	3114476
19/12/2025	15:49:20	13	70.8000	LSE	3115939
19/12/2025	15:50:49	697	71.0000	LSE	3120461

19/12/2025	15:52:57	885	70.4000	BATE	3123186
19/12/2025	15:52:57	76	70.7000	CHIX	3123168
19/12/2025	15:52:57	95	70.7000	CHIX	3123170
19/12/2025	15:53:29	607	70.4000	BATE	3123900
19/12/2025	15:57:53	160	70.5000	BATE	3131584
19/12/2025	15:57:53	513	70.5000	BATE	3131582
19/12/2025	15:59:29	621	70.5000	BATE	3133549
19/12/2025	15:59:29	388	70.5000	BATE	3133547
19/12/2025	15:59:29	632	70.5000	BATE	3133545
19/12/2025	15:59:29	70	70.5000	BATE	3133543
19/12/2025	15:59:29	615	70.5000	BATE	3133541
19/12/2025	16:04:04	249	70.4000	LSE	3144517
19/12/2025	16:07:13	43	70.5000	LSE	3152279

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