



Monday, 2 February 2026

## **The Character Group plc** ("Character," the "Company" or the "Group")

## Directors' share dealings

Notification and public disclosure of transactions by persons discharging managerial responsibilities

Character Group (AIM: CCT) the designer, developer and international distributor of branded toys, games and giftware, announces that Mr Hamun Shah, Group Finance Director and a Person Discharging Managerial Responsibilities, notified the Company on Friday, 30 January 2026 that he had purchased 3,630 ordinary shares of 5 pence each ("Ordinary Shares") at a price of £2.395 per share. Following this transfer, Mr H Shah's interest in shares in the Company is 15,949 Ordinary Shares, which represents approximately 0.09% of the Company's issued voting share capital.

The information set out below is provided in accordance with the requirements of Article 19(3) of the Market Abuse Regulation (EU) No 596/2014 (as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018).

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a.	Name	Hamun Shah				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Group Finance Director				
b.	Initial notification/Amendment	Initial notification				
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a.	Name	The Character Group plc				
b.	LEI	213800HY6EB8T8VWWE73				
<b>4.</b>	<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 Identification code	Ordinary shares of 5 pence GB0008976119				
b.	Nature of the transaction	Purchase of shares				
c.	Price(s) and volume(s)	<table border="1"> <tr> <th>Price (pence)</th> <th>Volume</th> </tr> <tr> <td>239.5</td> <td>3,630</td> </tr> </table>	Price (pence)	Volume	239.5	3,630
Price (pence)	Volume					
239.5	3,630					
d.	Aggregated information · Aggregated volume · Price	Not applicable.				
e.	Date of the transaction	30 January 2026				
f.	Place of the transaction	London Stock Exchange, AIM				

### Enquiries to:

The Character Group plc

Jon Diver, Joint Managing Director

Kiran Shah, Joint Managing Director

Hamun Shah, Group Finance Director

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