



Tuesday, 3 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 Jon Diver, Joint Managing Director and a Person Discharging Managerial Responsibilities (a "PDMR"), today notified the Company that he has today sold 8,000 Ordinary Shares at a price of 240.1p per share and, through his personal Individual Savings Account (an "ISA"), has purchased 8,000 Ordinary Shares at a price of 249.9p per share. Following these transactions, Mr Diver's interest in Ordinary Shares remains unchanged at 984,089 Ordinary Shares, which represents approximately 5.58% of the Company's issued voting Ordinary Share capital.
- Mr Kiran Shah, Joint Managing Director and a PDMR, today notified the Company that he has today sold 17,119 Ordinary Shares at a price of 239p per share and, through his personal pension plan, has purchased 17,119 Ordinary Shares at a price of 239p per share. Following these transactions, Mr Shah's interest in Ordinary Shares remains unchanged at 1,928,766 Ordinary Shares, which represents approximately 10.93% of the Company's issued voting Ordinary 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).

1.	Details of the person discharging managerial responsibilities / person closely associated		
a.	Name	Jon Diver	
2. Reason for the notification			
a.	Position/status	Joint Group Managing Director	
b.	Initial notification/Amendment	Initial notification	
3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor			
a.	Name	The Character Group plc	
b.	LEI	213800HY6EB8T8VWWE73	
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 5 pence GB0008976119	
b.	Nature of the transaction	Purchase of shares	
c.	Price(s) and volume(s)	Price(s) per share	Volume
		Sale	240.1p
		Purchase	249.9p
d.	Aggregated information Aggregated volume Price	Not applicable.	
e.	Date of the transaction	3 February 2026	
f.	Place of the transaction	London Stock Exchange, AIM	

a.	Name	Kiran Shah									
2. Reason for the notification											
a.	Position/status	Joint Group Managing Director									
b.	Initial notification/Amendment	Initial notification									
3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor											
a.	Name	The Character Group plc									
b.	LEI	213800HY6EB8T8VWE73									
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 5 pence GB0008976119									
b.	Nature of the transaction	Sale and purchase									
c.	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th></th> <th>Price(s) per share</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>Sale</td> <td>239p</td> <td>17,119</td> </tr> <tr> <td>Purchase</td> <td>239p</td> <td>17,119</td> </tr> </tbody> </table>		Price(s) per share	Volume	Sale	239p	17,119	Purchase	239p	17,119
	Price(s) per share	Volume									
Sale	239p	17,119									
Purchase	239p	17,119									
d.	Aggregated information Aggregated volume Price	Not applicable.									
e.	Date of the transaction	3 February 2026									
f.	Place of the transaction	London Stock Exchange, AIM									

Enquiries to:

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