



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<br>Identification code  |        | Ordinary shares of 5 pence<br>GB0008976119  |  |  |                    |        |      |        |       |          |        |       |
| b.       | Nature of the transaction   |        | Purchase of shares  |  |  |                    |        |      |        |       |          |        |       |
| c.       | Price(s) and volume(s)  |        | <table><tr><td></td><td>Price(s) per share</td><td>Volume</td></tr><tr><td>Sale</td><td>240.1p</td><td>8,000</td></tr><tr><td>Purchase</td><td>249.9p</td><td>8,000</td></tr></table> |  |  | Price(s) per share | Volume | Sale | 240.1p | 8,000 | Purchase | 249.9p | 8,000 |
|          | Price(s) per share  | Volume |   |  |  |                    |        |      |        |       |          |        |       |
| Sale     | 240.1p  | 8,000  |   |  |  |                    |        |      |        |       |          |        |       |
| Purchase | 249.9p  | 8,000  |   |  |  |                    |        |      |        |       |          |        |       |
| d.       | Aggregated information<br>· Aggregated volume<br>· Price  |        | Not applicable.   |  |  |                    |        |      |        |       |          |        |       |
| e.       | Date of the transaction   |        | 3 February 2026   |  |  |                    |        |      |        |       |          |        |       |
| f.       | Place of the transaction  |        | London Stock Exchange, AIM  |  |  |                    |        |      |        |       |          |        |       |

|           |  |
|-----------|--|
| <b>1.</b> | <b>Details of the person discharging managerial responsibilities / person closely associated</b> |
|-----------|--|

|   |   |   |  |  |                    |        |      |      |        |          |      |        |
|---|---|---|--|--|--------------------|--------|------|------|--------|----------|------|--------|
| Name of the person arranging managerial responsibilities, person(s) responsible |   |   |  |  |                    |        |      |      |        |          |      |        |
| 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   | 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<br>Identification code  | Ordinary shares of 5 pence<br>GB0008976119  |  |  |                    |        |      |      |        |          |      |        |
| b.  | Nature of the transaction   | Sale and purchase   |  |  |                    |        |      |      |        |          |      |        |
| c.  | Price(s) and volume(s)  | <table><tr><td></td><td>Price(s) per share</td><td>Volume</td></tr><tr><td>Sale</td><td>239p</td><td>17,119</td></tr><tr><td>Purchase</td><td>239p</td><td>17,119</td></tr></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<br>· Aggregated<br>volume<br>· Price   | Not applicable.   |  |  |                    |        |      |      |        |          |      |        |
| e.  | Date of the transaction   | 3 February 2026   |  |  |                    |        |      |      |        |          |      |        |
| f.  | Place of the transaction  | London Stock Exchange, AIM  |  |  |                    |        |      |      |        |          |      |        |

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