RNS Number : 0652F
Character Group PLC (The)
20 May 2026

Wednesday, 20 May 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 (AIM: CCT) the designer, developer and international distributor of branded toys, games and giftware, announces that:

- Mr Jon Diver, Joint Group Managing Director and a Person Discharging Managerial Responsibilities (a "**PDMR**"), yesterday notified the Company that on 18 May 2026 he purchased 1,666 ordinary shares of 5 pence each ("**Ordinary Shares**") at a price of 276p per share. The transaction was made through Mr Diver's personal pension plan. Following this purchase, Mr Diver's interest in shares in the Company is 985,775 Ordinary Shares, which represents approximately 5.66% of the Company's issued voting share capital.

- Mr Kiran Shah, Joint Group Managing Director and a PDMR, also notified the Company that, on 18 May 2026 he purchased 3,334 Ordinary Shares at a price of 276p per share. The transaction was made through Mr Shah's personal pension plan. Following this purchase, Mr Shah's interest in shares in the Company is 1,932,100 Ordinary Shares, which represents approximately 11.09% 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).

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
c.	Price(s) and volume(s)	Price(s): 276p; Volume: 1,666

		276p 3,334
d.	Aggregated information · *Aggregated volume* · *Price*	Not applicable.
e.	Date of the transaction	18 May 2026
f.	Place of the transaction	London Stock Exchange, AIM

1.	**Details of the person discharging managerial responsibilities / person closely associated**	
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 Identification code	Ordinary shares of 5 pence GB0008976119
b.	Nature of the transaction	Purchase
c.	Price(s) and volume(s)	Price(s): 276p; Volume: 3,334
d.	Aggregated information · *Aggregated volume* · *Price*	Not applicable.
e.	Date of the transaction	18 May 2026
f.	Place of the transaction	London Stock Exchange, AIM

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