RNS Number : 8038J
Character Group PLC (The)
25 June 2026

Thursday, 25 June 2026

The Character Group plc

designer, developer and international distributor of branded toys, games and giftware

(the "Company")

Share option grants and notification and public disclosure of transactions by persons discharging managerial responsibilities

The Character Group (AIM: CCT) announces that, on 23 June 2026, it accepted surrenders from two executive directors/PDMRs (Jerry Healy and Hamun Shah) of options previously granted to them under the Company's 2017 Share Option Plan and on 24 June 2026 granted options to those executive directors/PDMRs under the Company's newly adopted Enterprise Management Incentive (EMI) share option scheme (the "EMI Scheme"). The surrendered and granted options were in respect of ordinary shares of 5 pence each in the Company ("Ordinary Shares") held in treasury.

Following the surrender and grant, the interests of these directors in the issued share capital of the Company are as follows:

Director's name	Position	Number of Ordinary Shares in respect of options surrendered	Number of Ordinary Shares in respect of the EMI option granted	Aggregate number of options held post grant	Current total beneficial holding of Ordinary Shares	Current holding as a % of Issued Voting Capital
Jerry Healy	Group Marketing Director	63,318	63,318	151,000	64,817	0.37%
Hamun Shah	Group Finance Director	36,000	51,000	51,000	15,949	0.09%

Further information in relation to the dealings by these directors is provided below.

The EMI options granted specify an option exercise price of 280.0p per share and are exercisable, subject to achieving the relevant performance condition and the Rules of the EMI Scheme, from 24 June 2028 until 23 June 2041.

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	Jerry Healy
2.	**Reason for the notification**	
a.	Position/status	Group Marketing 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	(i) Surrenders of share options; and (ii) Grant of share options
c.	Price(s) and volume(s)	(i) Surrenders of:

		(a) 56,800 share options at an exercise price of 325.5 pence per share; (b) 6,518 share options at an exercise price of 295.5 pence per share; and (ii) Grant of 63,318 share options at an exercise price of 280.0 pence per share
d.	Aggregated information · *Aggregated volume* · *Price*	Not applicable.
e.	Date of the transaction	(i) Surrenders - 23 June 2026 (ii) Grant - 24 June 2026
f.	Place of the transaction	Outside of a trading venue

1.	**Details of the person discharging managerial responsibilities / person closely associated**	
a.	Name	Hamun Shah
2.	**Reason for the notification**	
a.	Position/status	Group Finance 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	(i) Surrenders of share options; and (ii) Grant of share options
c.	Price(s) and volume(s)	(i) Surrenders of: (a) 6,000 share options at an exercise price of 250.0 pence per share; (b) 30,000 share options at an exercise price of 295.5 pence per share; and (ii) Grant of 51,000 share options at an exercise price of 280.0 pence per share
d.	Aggregated information · *Aggregated volume* · *Price*	Not applicable.
e.	Date of the transaction	(i) Surrenders - 23 June 2026 (ii) Grant - 24 June 2026
f.	Place of the transaction	Outside of a trading venue

ENQUIRIES:

The Character Group plc
Jon Diver, Joint Managing Director
Kiran Shah, Joint Managing Director
Hamun Shah, Group Finance Director
Office: +44 (0) 208 329 3377
Email: info@charactergroup.plc.uk

Panmure Liberum Limited
(*Nominated Adviser and Joint Broker*)
Atholl Tweedie, Investment Banking
Rupert Dearden, Corporate Broking
Tel: +44 (0) 20 7886 2500

Allenby Capital Limited
(Joint Broker)
Nick Athanas, Corporate Finance
Amrit Nahal / Tony Quirke, Sales & Corporate Broking
Tel: +44 (0) 20 3328 5656

TooleyStreet Communications Limited
(Investor and media relations)
Fiona Tooley
Tel: +44 (0) 7785 703523

Email: fiona@tooleystreet.com

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our Privacy Policy.

END

DSHAKPBPKBKDOAB