RNS Number : 6492N
Character Group PLC (The)
23 July 2026

The information contained within this announcement is deemed by the Company to constitute inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.

THE CHARACTER GROUP PLC

("Character," the "Company" or the "Group")

Designers, developers, and international distributor of toys, games, and giftware

Exercise of option to purchase Infinity House

London: Thursday, 23 July 2026: the Board of Character (AIM: CCT) is pleased to report, further to its announcement on 26 June 2026, the successful completion today of the sale of the Group's warehouse and office complex at Infinity House, Townley Street, Middleton, Lancashire. Completion was effected in accordance with the terms, and following the exercise on 25 June 2026, of the option granted to Robertsbridge Property Co Limited by the Company's subsidiary, Q-Stat Limited (the title holder), on 7 April 2026.

The total proceeds of this sale, amounting to £9.8 million (gross), have been received and will be applied to the general cash resources of the Company.

Enquiries to:

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Group website: www.thecharacter.com
Product ranges can also be viewed at www.character-online.com

FTSE sector: leisure goods:
FTSE AIM All-share: symbol: **CCT**
CHARACTER GROUP PLC CCT Stock | London Stock Exchange
Market cap: £52.5m

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