RNS Number : 2482O
Character Group PLC (The)
28 July 2026

Tuesday, 28 July 2026

**The Character Group plc**
("Character" or the "Company")

**Transaction in Own Shares**

Character announces that, in accordance with the terms of its share buyback programme announced on 2 February 2026 (the "Programme"), the Company purchased a number of its issued ordinary shares of £0.05 each ("Ordinary Shares") from Panmure Liberum Limited ("Panmure Liberum") in accordance with the following particulars:

| **Date of purchase:** | **28 July 2026** |
|---|---|
| Aggregate number of Ordinary Shares purchased: | 5,000 |
| Lowest price paid per share (GB pence): | 304 |
| Highest price paid per share (GB pence): | 304 |
| Volume weighted average price paid per share (GB pence): | 304 |

The repurchased shares have been cancelled. Following the purchase of these shares, the Company holds 1,983,059 shares in treasury and has 17,354,449 shares in issue (excluding treasury shares). Therefore, the total voting rights in the Company will be 17,354,449. The figure of 17,354,449 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

In accordance with Article 5(1)(b) of the UK version of Regulation (EU) No. 596/2014, which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, the table below contains detailed information of the individual trades made by Panmure Liberum as part of the Programme.

**Aggregate information:**

| Venue | Volume-weighted average price (pence per share) | Aggregate volume |
|---|---|---|
| AIMX | 304 | 5,000 |

**Individual transactions:**

| Number of shares purchased | Transaction price (pence per share) | Time of transaction | Venue |
|---|---|---|---|
| 5,000 | 304 | 10.32.59 | AIMX |

**Enquiries to:**
**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

**Panmure Liberum** (*Nominated Adviser and Joint Broker*)
Atholl Tweedie, Investment Banking

Arthur Wedlake, 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

POSEAKXPAFAKEFA