

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

Total Voting Rights

For the purposes of the Financial Conduct Authority's Disclosure and Transparency Rules, the total number of ordinary shares of 5p each of Character Group ("Ordinary Shares") in issue as at 30 September 2016 is 24,408,608.

The Company holds 3,269,456 Ordinary Shares in Treasury, which do not carry any voting rights.

Therefore, the total number of Ordinary Shares carrying voting rights in Character Group is 21,139,152.

The above figure of 21,139,152 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest, or a change to their interest, in the Company under the Disclosure and Transparency Rules.

30 September 2016

Enquiries:

The Character Group plc

Mark Dowding, Group Finance Director and Company Secretary

Office: +44 (0) 20 8329 3377

Email: info@charactergroup.plc.uk

www.thecharacter.com

Panmure Gordon *(Nominated Adviser and Joint Broker)*

Andrew Godber, Investment Banking

Tom Salvesen, Corporate Broking

Tel: +44 (0) 20 7886 2500

Allenby Capital Limited *(Joint Broker)*

Nick Athanas

Katrina Perez

Tel: +44 (0) 20 3328 5656

TooleyStreet Communications Limited *(investor and media relations)*

Fiona Tooley

Tel: +44 (0) 7785 703523

Email: fiona@tooleystreet.com