Monday, 12 October 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:	**12 October 2026**
Aggregate number of Ordinary Shares purchased:	8,500
Lowest price paid per share (GB pence):	312
Highest price paid per share (GB pence):	312
Volume weighted average price paid per share (GB pence):	312

The repurchased shares have been cancelled. Following the purchase of these shares, the Company holds 1,983,059 shares in treasury and has 17,303,449 shares in issue (excluding treasury shares). Therefore, the total voting rights in the Company will be 17,303,449. The figure of 17,303,449 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	312	8,500

Individual transactions:

Number of shares purchased	Transaction price (pence per share)	Time of transaction	Venue
8,500	312	11.07.18	AIMX

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