

1. Issuer Details**ISIN**

GB0008976119

Issuer Name

THE CHARACTER GROUP PLC

UK or Non-UK Issuer

UK

2. Reason for Notification

Increase in percentage holding due to reduced issued share capital of the Company following share buybacks by the Company

3. Details of person subject to the notification obligation**Name**

Kiran Shah

City of registered office (if applicable)

N/A

Country of registered office (if applicable)

N/A

4. Details of the shareholder**Full name of shareholder(s) if different from the person(s) subject to the notification obligation, above****City of registered office (if applicable)****Country of registered office (if applicable)****5. Date on which the threshold was crossed or reached**

10 March 2026

6. Date on which Issuer notified

11 March 2026

7. Total positions of person(s) subject to the notification obligation

	% of voting rights attached to shares (total of 8.A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer
Resulting situation on the date on which threshold was crossed or reached	11.00319		11.00319	1,928,766

Position of previous notification (if applicable)	10.01		10.01	1,928,766
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8. Notified details of the resulting situation on the date on which the threshold was crossed or reached

8A. Voting rights attached to shares

Class/Type of shares ISIN code(if possible)	Number of direct voting rights (DTR5.1)	Number of indirect voting rights (DTR5.2.1)	% of direct voting rights (DTR5.1)	% of indirect voting rights (DTR5.2.1)
GB0008976119	169,472	1,759,294	0.9668	10.0364
Sub Total 8.A	1,928,766		11.00319	

8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))

Type of financial instrument	Expiration date	Exercise/conversion period	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
Sub Total 8.B1			N/A	

8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))

Type of financial instrument	Expiration date	Exercise/conversion period	Physical or cash settlement	Number of voting rights	% of voting rights
Sub Total 8.B2				N/A	

9. Information in relation to the person subject to the notification obligation

1. Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer.

Ultimate controlling person	Name of controlled undertaking	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold

10. In case of proxy voting

Name of the proxy holder

N/A

The number and % of voting rights held

The date until which the voting rights will be held

11. Additional Information

12. Date of Completion

11 March 2026

13. Place Of Completion

London, UK