

## 2026 AGM Polling Report

The following table shows the position with votes cast in relation to the resolutions considered at the Annual General Meeting of the Company held on 16 January 2026. All votes were conducted on the basis of a poll. The votes for and against below are expressed as a percentage of votes represented by the total of the proxies received. The total number of shares in respect of which votes were cast on the resolutions was 10,030,956 shares, representing approximately 57% of the total voting rights in the Company.

As at the close of business on 15 January 2026, The Character Group plc's issued capital consisted of 19,630,908 ordinary shares of 5p each. The Company holds 1,983,059 ordinary shares in Treasury. Therefore, the total number of voting rights in The Character Group plc as at 15 January 2026 was 17,647,849.

Resolution	Votes For (Note 1)	%	Votes Against	%
1. To receive and adopt the directors' report and the accounts of the company for the year ended 31 August 2025	10,030,955	100%	0	0%
2. To declare a final dividend of 3.0p per share	10,030,176	100%	0	0%
3. To receive the report of the Remuneration Committee for the year ended 31 August 2025	9,995,100	99.94%	5,704	0.06%
4. To re-elect Mrs C Warren as a director	9,987,358	99.60%	39,924	0.4%
5. To re-elect Mr J Shearman as a director	9,987,358	99.60%	39,924	0.4%
6. To re-appoint and elect H Shah as a director	10,015,061	99.88%	12,221	0.12 %
7. To re-appoint and elect K Wall as a director	10,019,838	99.93 %	7,444	0.07%
8. To re-appoint Cooper Parry Group Limited as auditors of the company and to authorise the directors to determine their remuneration	10,027,282	100%	100	0%
9. To give the directors authority to allot shares	9,993,423	99.68%	31,709	0.32%
10. To authorise the Company to buy its own shares	10,022,766	99.93%	7,232	0.07%

Notes

1. the "For" votes include those proxies giving the Chairman discretion;
2. a vote "Withheld" is not a vote in law and is not counted in the calculation of the votes "For" or "Against" a resolution.