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C H A R A C T E R
— *group plc* —

Annual Report and Accounts
For the year ended 31 August 2011

TUESDAY



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21/02/2012
COMPANIES HOUSE

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www.thecharacter.com
www.character-online.co.uk

DIRECTORS AND ADVISERS

<i>Directors</i>	<i>Registered office</i>	<i>Nominated Advisers and Broker</i>	<i>Registrars</i>
R King	2 nd Floor	Charles Stanley Securities	Neville Registrars Limited
K P Shah	10 Chiswell Street	131 Finsbury Pavement	Neville House
J J Diver	London EC1Y 4UQ	London EC2A 1NI	18 Laurel Lane
J J P Kissane			Halesowen
M S Hyde	<i>Solitors</i>		West Midlands B63 3DA
Lord Birdwood	Duane Morris		
D Harris	2 nd Floor	<i>Bankers</i>	
	10 Chiswell Street	National Westminster Bank plc	
	London EC1Y 4UQ	Standard Chartered Bank	
<i>Secretary</i>	<i>Auditors</i>		
K P Shah FCCA	MHA MacIntyre Hudson		
<i>Company registration number</i>	New Bridge Street House		
3033333	30-34 New Bridge Street		
	London EC4V 6BJ		

CHAIRMAN'S STATEMENT

Introduction

The Group's strategy of focusing on brands and licensed products, where the business can bring into play its expertise in character licensing, product & brand development and distribution, has enabled the business to report solid growth in both revenue and profitability.

Importantly, in these challenging markets, this is a testament to our people, their expertise and, their working relationships with licensors, manufacturers and customers. These partnerships have been instrumental in creating a modern and exciting portfolio of product for the UK and a growing presence and opportunities in overseas territories.

In the period under review, around 60% of our revenues came from own-developed, branded product. Both our own-developed and third-party distributed products performed well in a difficult market enabling Character to maintain its position as one of the UK's leading toy companies.

Financials for the year ended 31 August 2011

Group sales in the year amounted to £94.95 million, up 11.4% on last year (2010 £85.23m). Overall margins held up well at 34.3% against 35.3% last year. Selling and distribution costs increased in line with turnover and administration costs remained similar to those of 2010.

Total operating profit stood at £9.30 million against £7.59 million last year. Group profit before tax amounted to £9.05 million (2010 £7.55m).

Basic earnings per share for the year under review were 28.47 pence compared to 20.12 pence in the year ended August 2010.

Net Assets at 31 August 2011 increased to £7.57 million (2010 £6.46m).

Stocks at the August 2011 year-end stood at £11.56 million compared to £9.32 million at end of the 2010 financial year.

Cash and cash equivalents at 31 August 2011 were £10.86 million (2010 £16.4m). At the same date, short-term borrowings were £15.73 million (2010 £16.9m).

Following both the Group's share buy-backs and the property transactions undertaken during the year, the business continues to have substantial headroom within its working capital facilities.

Dividend

The Directors are recommending a final dividend of 3.00 pence per ordinary share (2010 2.00p), this, together with the interim dividend paid in July 2011 of 3.00 pence per ordinary share, makes a total for the year of 6.00 pence (2010 4.00p).

The dividend is covered approximately 4.7 times by earnings in the year to 31 August 2011 (2010 5.0 times).

Subject to approval by shareholders at the Annual General Meeting to be held on 18 January 2012, the final dividend will be paid on 27 January 2012 to shareholders on the Register as at 6 January 2012. The shares will be marked ex-dividend on 4 January 2012.

The Year under Review to August 2011

During the 2010/2011 financial year we have built on the previous years' successes through enhanced marketing activities and new product introductions.

The strength of the Group's portfolio has seen product sell through well, particularly when compared to the market as a whole. We ended the financial year with higher than expected stocks which have already returned to more normal levels.

Against the backdrop of the unusually difficult trading environment, we have experienced some outstanding successes -

- **Zhu Zhu Pets**, which were the recipient of two trade awards during the year, continued to have a strong year at retail.
- **Scooby-Doo's** new product line did well in the UK and, as importantly, had an exceptional year in Italy, France and Spain. Additionally, it showed substantial growth in the US, a territory which is now becoming an important market for Character.
- **Peppa Pig** put in another strong performance at retail and, with the addition of **Fireman Sam** (which was presented with a pre-school toy of the year award for the De-Juxe Firestation by the Toy Retailer's Association), our pre-school offering remains one of the strongest in the UK.
- **Doctor Who** and **HM Armed Forces** have both contributed to the strength of the Group's brands and

CHAIRMAN'S STATEMENT CONTINUED

- New additions, like Angry Birds, added excitement to the line-up of great product, whilst new introductions also included **Bob The Builder**, **Squinkies** and our own developed line, **Character Building** (a range of construction toys), with the latter getting off to a great start

New for 2012

During the current financial year, the programme of both enhancing our brands by creating new products and the addition of new brands/categories will continue

At Christmas 2011, we shall be introducing **XiaXia** (pronounced ShaSha), a new range developed by the creator of the successful brand **ZhuZhu Pets**

In February, we shall launch the toys relating to **Deadly 60**, a BBC production which we believe will firmly establish our **Character Building** brand in the market place

In May, **Mike The Knight** will enter the pre-school market place and following the TV programme, just aired, has got off to an exciting start

We shall launch **Appgear** in June. **Appgear** is a completely new concept for Character which combines toys, mobile app technology and augmented reality, to create the ultimate virtual gaming experience. For Character, this is a truly exciting project as we are working with WowWee, the creators of Robosapien, whom we know from past experience make dreams happen through advanced technology

We look forward to keeping shareholders updated of our progress both with our new and existing brands/range developments

Property

During the year, the Group completed a number of property transactions

In May 2011, we acquired the entire freehold property at 80 to 88 Coombe Road, New Malden, Surrey. This 16,500 sq ft property includes the Group's Head office, which the Company has leased since 1998. The property was purchased for £3.00 million (excluding expenses) and financed from the Group's own cash resources. We believe this investment provides the opportunity to expand our business without the disruption of moving premises and will provide the Group with a good long-term investment. The property currently produces a rental income of circa £154,000 per annum, from the space not currently utilised by the Group.

We completed the sale of our Iddington offices in August 2011 (purchased in March 2011), when they became surplus to our requirements following the freehold of our leased New Malden offices becoming available. The net proceeds of approximately £1.00 million were credited to Group funds.

In July 2011, the Group purchased the freehold interest of Vernon Mill, Oldham. This 325,000 sq ft facility, on a 5.5-acre site, was already occupied and leased by our trading subsidiary Character Options Limited. Lees Brook Mill, Lees, Oldham which is also owned by the Group, continues to provide the central logistical facility but, by purchasing Vernon Mill, it gives us the opportunity for expansion of the Group's principal trading operation, again, without disruption or relocation. The purchase price was £1.70 million (excluding expenses), which was paid in cash. An additional payment will be made to the seller if Vernon Mill is sold with the benefit of planning permission within 15 years of completion and the price achieved exceeds £2.20m plus various associated costs incurred by the Group.

Our People

We announced in March 2011 the appointment to the Main Board of Mike Hyde. He has been in charge of the Group's Far East operations since joining the Company in 2005 and, subsequently Mike has taken on the additional responsibility of US sales.

Gerry McLoughlin has joined the Board of Character Options, our principal trading subsidiary in the UK, as Operations Director. Gerry joined Character in December 1997 and has lately held the position of Logistics Manager.

We are fortunate that the Group's management teams are experienced, effective, and capable of taking further and increasingly important roles in the future running of the Group.

The Group average number of employees over the year was 165. 102 of these are based in the UK and the remaining 63 in Hong Kong and China (2010: 156 of which 98 were in the UK and 58 in Hong Kong and China).

We have been in business now for twenty years and on behalf of the Board welcome all new employees to the Group. I would also like to thank those colleagues who have been long standing members of the Character family, some from the earliest years, for not only their hard work but for their loyalty and friendship which has helped Character overcome a tough and challenging environment for everyone at home and internationally.

CHAIRMAN'S STATEMENT CONTINUED

Share Buy-Back Programme

Since June 2006, the Company has followed a policy of buying back its own shares in the market, whenever the Directors felt that the share price undervalued the Group and when they considered it to be the best use of Group funds

During the financial year ended 31 August 2011, the Company acquired a total of 3,028,500 ordinary shares of 5 pence each in the capital of the Company ("Ordinary Shares") at an aggregate cost of approximately £5,103,000, (excluding stamp duty and dealing costs), with the average cost being approximately 168 pence per Ordinary Share

Since the August year-end, the Company has purchased for cancellation a further 925,420 Ordinary Shares in the market at an aggregate cost of approximately £1,596,000 (excluding stamp duty and dealing costs), with the average cost being 173 pence per Ordinary Share

The Company has an unutilised authority to buy back up to a further 4,537,080 Ordinary Shares. As at today's date, the Company has 22,935,581 Ordinary Shares in issue ("Issued Voting Share Capital"), excluding shares held in treasury, and holds 4,019,456 Ordinary Shares in treasury, representing approximately 17.52 per cent of the Issued Voting Share Capital, which do not carry voting or dividend rights

It remains part of the Group's overall strategy to continue to repurchase its shares when appropriate, thereby further enhancing shareholder value. Accordingly, the Board will be seeking a renewal of the authority to buy-back issued Ordinary Shares at its forthcoming Annual General Meeting, in January 2012

Outlook

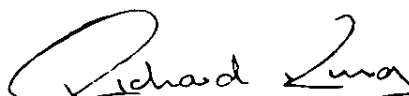
There is no longer any doubt that Christmas trade has suffered to date as a direct result of the abnormally temperate climate but also by the exceptionally difficult retail market in general

It is, therefore, even more important for us than normal to focus on reinvesting in our brands to keep them both fresh and novel, as well as bringing new concepts to the market whether via our own in-house development or through third party development

We believe that we are making continued progress as a Company in this regard and that our efforts are helping us to better establish our position each year within the industry

Looking ahead, whilst we cannot influence the overall toy industry, and retail spending in total, we believe that by continuing to 'refresh' our product lines at retail and by marketing our products in innovative ways, we shall be relatively successful when compared to the industry as a whole

Bearing in mind the tough economic conditions, we have reduced our sales forecasts for the current financial year and taken steps to reduce our total costs accordingly. We expect, however, to continue to be cash generative and provided we see no further deterioration in sales, we also expect to maintain our profitability for 2012 at a similar level to the financial year ended 31 August 2011



Richard King

Chairman

29 November 2011

DIRECTORS' BIOGRAPHIES

Richard King (aged 66), Executive Chairman, has extensive experience in the toy industry and has been involved in importing consumer products from the Far East since 1969. He established the original business of The Character Group plc jointly with Mr Kissane and Mr Shah in 1991 and works in close association with the management to develop and implement Group strategies.

Kiran Shah (aged 57), Group Finance Director and Joint Managing Director, is a member of the Chartered Association of Certified Accountants. After initially working in a private accountancy practice, he moved into industry and, since 1978, has been involved extensively in the toy industry, notably in his role in jointly heading up a successful management buyout of Ment Toys Limited in 1981 and its subsequent sale to Bluebird Toys plc in 1988. He jointly established the original business of The Character Group plc with Mr King and Mr Kissane in April 1991.

Jon Diver (aged 47), Group Marketing Director and Joint Managing Director, joined the Group in September 1991 from Rainbow Toys Limited, where he was Senior Marketing Executive. He became Group Marketing Director in August 1994 and has developed close working relationships with the Group's suppliers. He has played a key role in product development and the development and implementation of the Group's marketing strategy.

Joe Kissane (aged 59), Managing Director of Character Options Limited, has considerable sales expertise both at retail and supplier base in and outside the toy industry, gained over a period of over 35 years, notably with such companies as Nabisco, Lego and Tonka. He is one of the founders of the Group.

Michael Hyde (aged 37), Managing Director of Far East Operations, has been in charge of the Group's Far East operations since joining the Company in 2005. Prior to joining Character, Michael spent six years working for Mattel Inc., the NASDAQ listed US toy designer and manufacturer, where he held a number of management positions, focusing on brand management, marketing and product development. He attained a Bachelor of Arts (BA) in Mandarin Chinese from Brigham Young University, Utah and a Master of Business Administration (MBA) from Loyola Marymount University, California.

Lord Birdwood (aged 73), Independent Non-Executive Director, was appointed to the Board in September 1995. He has experience as a director of quoted and private companies. He has particular interests in executive placement and recruitment. He is also retained by private equity firms to advise on future technologies and is on the board of a specialist investment fund focusing on new defence products. He chairs a hotel acquisition and development company which he co-founded.

David Harris (aged 61), Senior Independent Non-Executive Director, was appointed to the Board in May 2004. He has very broad financial experience gained over a 30 year career in both executive and non-executive capacities. He is currently a non-executive director of Small Companies Dividend Trust plc, Manchester and London Investment Trust plc, Aseana Properties Ltd, COBRA Holdings plc, F&C Managed Portfolio Trust plc and Core VCIV plc, all of which are quoted companies on the London Stock Exchange. He is also a non-executive director of SDI Limited and Phorus Client Services Limited, both private companies.

DIRECTORS' REPORT AND BUSINESS REVIEW

The directors present their report together with the financial statements for the year ended 31 August 2011

Directors

The following are the directors that served during the year

Richard King (Executive Chairman)

Kirankumar Premchand Shah FCCA (Group Finance Director and Joint Managing Director)

Jonathan James Diver (Group Marketing Director and Joint Managing Director)

Joseph John Patrick Kissane (Managing Director, Character Options Limited)

Michael Spencer Hyde (Managing Director, Far East Operations) (appointed 1 March 2011)

Lord Birdwood (Independent Non-Executive Director)

David Harris (Senior Independent Non-Executive Director)

Biographies of the directors are set out on page 5

Principal activity

The Group is engaged in the design, development and international distribution of toys, games and gifts

Business review, results and dividend

A review of the business is contained in the Chairman's Statement on pages 2 to 4 and the results are detailed in the consolidated income statement on page 20, the consolidated statement of comprehensive income on page 21, the consolidated balance sheet on page 22, the consolidated statement of cash flow on page 23 and the consolidated statement of changes in equity on page 24. There was a profit for the year, after taxation, amounting to £6,835,000 (2010: £6,187,000)

The directors recommend a final dividend of 3.0 pence per share (2010: 2.0 pence) making a total dividend for the year of 6.0 pence per ordinary share (2010: 4.0 pence). If approved, the final dividend will be paid on 27 January 2012, to shareholders on the register on 6 January 2012.

Directors and their interests in shares

The directors and their interests (all of which are beneficial) in ordinary shares of 5p each in the capital of The Character Group plc ("Ordinary Shares") as at 31 August 2011 and 1 December 2011 (being the business day prior to the date of this report) were as follows:

Directors	1 December 2011		31 August 2011		31 August 2010	
	Number of Ordinary Shares	Ordinary Shares under option	Number of Ordinary Shares	Ordinary Shares under option	Number of Ordinary Shares	Ordinary Shares under option
R King	3,831,209	550,000	3,996,209	550,000	4,146,209	550,000
K P Shah	5,573,250	550,000	5,738,250	550,000	7,178,250	550,000
J J Diver	1,046,003	1,465,000	1,096,003	1,465,000	1,436,003	715,000
J J P Kissane	600,000	715,000	620,000	715,000	715,000	715,000
M S Hyde	100,000	72,000	100,000	72,000	–	–
Lord Birdwood	8,750	–	8,750	–	8,750	–
D Harris	44,097	–	44,097	–	49,097	–

DIRECTORS' REPORT AND BUSINESS REVIEW CONTINUED

Included in the interests of R King are his interests in Ordinary Shares held by Cedarberg Investments Limited, being 1,635,428 Ordinary Shares at 1 December 2011, 31 August 2011 and 31 August 2010. There is also included in the interests of R King his interests in Ordinary Shares held by IOPS Pension Scheme being 871,750 at 1 December 2011, 1,036,750 at 31 August 2011 and 1,186,750 at 31 August 2010.

Included in the interests of K P Shah are his interests in Ordinary Shares held by Sarissa Holdings Limited ("Sarissa"), being 5,030,000 Ordinary Shares at 1 December 2011, 5,630,000 Ordinary Shares at 31 August 2011 and 6,545,000 Ordinary Shares at 31 August 2010. Also included in the interests of K P Shah are 518,250 Ordinary Shares of Mr Shah's personal pension scheme at 1 December 2011 and 83,250 Ordinary Shares at 31 August 2011 and 608,250 Ordinary Shares at 31 August 2010.

At 1 December 2011, 31 August 2011 and 31 August 2010, included in the interests of J J Diver are 401,867 Ordinary Shares held by Mr Diver's personal pension scheme.

Further, Orbis Pension Trustees Limited, the trustee of the Company's employee share ownership trust ("the Trust"), held 285,000 Ordinary Shares at 1 December 2011, 31 August 2011 and at 31 August 2010. Each of R King, K P Shah, J J P Kissane, J J Diver and M S Hyde is deemed to be interested in such holding by virtue of being within the class of beneficiaries defined by the Trust.

Employment policies

The Group depends on the skills and commitment of its employees in order to achieve its objectives. Group staff at every level are encouraged to make their fullest possible contribution to the Group's success.

The Group's selection, training, development and promotion policies ensure equal opportunities for all employees regardless of gender, marital status, race, age, sexual orientation or disability. All decisions are based on merit.

It is the Group's policy not to discriminate between employees or potential employees on any grounds. Full and fair consideration is given to the recruitment, training and promotion of disabled people and should staff become disabled during the course of their employment, efforts would be made to provide appropriate re-training. The Group places enormous importance on the contributions of its employees and aims to keep them informed of developments in the Group by way of regular meetings, newsletters and publications, together with distribution of the Annual Report.

Employees are encouraged to become involved in the financial performance of the Group through participation in the Group's share option schemes.

Research and development

The Group's research and development activities are concentrated on the development of new products, new processes and improvements to, or developments of, existing products.

Policy and practice on payment of creditors

The Group does not follow any standard code of practice for paying its suppliers but, instead, agrees with each principal supplier the terms of payment for each transaction or series of transactions. The Group's policy is then to abide by those pre-arranged terms for payment. At 31 August 2011, trade creditors of the Group represented an average of 79 (2010: 72) days credit in relation to total purchases for the year.

Principal risks and uncertainties

The management of the business and the nature of the Group's strategy are subject to a number of risks and uncertainties. The directors have set out below the principal risks facing the business.

Suppliers

In order to achieve competitively priced products, the Group has outsourced production, mainly to China. Risks and uncertainties of this strategy include management and quality control issues at the factories. The Group manages this risk by having local offices in Hong Kong and China with teams that work closely with the factories.

DIRECTORS' REPORT AND BUSINESS REVIEW CONTINUED

Competition

The Group operates in a highly competitive market. As a result there is a constant pressure on margins and the additional risk of being unable to meet customers' expectations. Policies of supply chain management and product development are in place to mitigate such risks.

Foreign currency

A significant amount of the Group's purchases are made in US dollars. The Group is therefore exposed to foreign currency fluctuations. The Group manages its foreign exchange risk with forward foreign exchange contracts and other derivative financial instruments such as currency options, to reduce the exposure.

Environmental

The Group places emphasis upon environmental compliance in its business and not only seeks to ensure ongoing compliance with relevant legislation in the major markets but also strives to ensure, as far as possible, that environmental best practice is incorporated into key processes. Following the Group's successful efforts to reduce the packaging content of its products, every opportunity is now taken to review all product packaging with a view to reducing the impact on the environment.

Financial risks

The main risks arising from the Group's financial instruments are foreign currency risk, credit risk, concentration risk, interest rate and liquidity risk.

The Board reviews and agrees policies for managing each of these risks. A summary of these risks is disclosed in note 23 to the Group financial statements.

Key Performance Indicators (KPIs)

The directors are of the opinion that the relevant KPIs for an assessment and measurement of the Group's performance and financial position are revenues, gross margins, operating profit, earnings per share and cash generation, the information for which is available in the accompanying financial statements. The Group maintains a robust planning system and progress is monitored on a regular basis.

DIRECTORS' REPORT AND BUSINESS REVIEW CONTINUED

Directors' indemnity insurance

The Company has purchased and maintains insurance to cover its directors against liabilities in relation to their duties to the Group

Substantial shareholders other than directors

At 1 December 2011, the following, other than the directors and their related interests, had notified the Company of an interest in 3% or more of the Company's issued Ordinary Shares

Name	Number of Ordinary Shares	Shareholding % (excluding Ordinary Shares held in treasury)
Sweet Briar Investments Limited	1,275,000	5.6%

Changes in share capital

During the year, the Company repurchased for cancellation 3,028,500 Ordinary Shares, which represents 12.74% of the issued share capital at 31 August 2011, excluding shares held in Treasury
403,850 Ordinary Shares were issued during the year to employees exercising their share options
Details are given in note 28 to the Group financial statements

Share option schemes

Details of the Company's share option schemes are given in note 28 to the Group financial statements

Charitable and political donations

Payments to health and children's charities, and community support amounted to £41,000 (2010 £61,500). There were no political contributions in either year.

Annual General Meeting

Notice convening an annual general meeting of the Company is set out on page 66 of this document. Full details of the business to be transacted at that meeting are set out in that notice.

The business of the meeting will include special business, proposing the consideration of resolutions to

- renew the directors' general authority to allot unissued shares in the capital of the Company and to grant rights to subscribe for or to convert any security into shares in the Company up to an aggregate nominal amount of £396,143 (7,922,860 Ordinary Shares). This authority, which replaces the existing authority to allot relevant securities granted at the annual general meeting held in January 2011, will expire on whichever is the earlier of the conclusion of the annual general meeting of the Company to be held in 2013 or the date falling 15 months following the passing of this resolution. The directors have no present intention of exercising this authority, which represents approximately 33.3% of the issued share capital of the Company at 31 August 2011, excluding shares held in treasury,
- authorise the directors to offer to allot new shares in the Company to shareholders who elect to accept the same in lieu of any cash dividend entitlement,
- authorise the directors to make purchases of the Company's issued Ordinary Shares in the market for cancellation, or to be held in treasury, if and when the directors consider that it would be in the best interest of the Company and shareholders generally to do so, up to a maximum of 5,942,000 Ordinary Shares, representing approximately 25% of the current issued share capital of the Company at 31 August 2011 (excluding shares held in treasury). The price at which an Ordinary Share in the Company may be purchased in exercise of this authority is subject to a maximum price of 150% of the average middle market values of an issued share in the Company in the five business days prior to purchase and a minimum of 5 pence, being the nominal value of an issued share in the Company. The directors intend to exercise this authority if and when to do so will, in the opinion of the directors, enhance shareholder value. If all options granted by the Company (pursuant to the Group's share option schemes particularised in note 28 to the Group accounts) and subsisting as at 1 December 2011 (being the business day prior to the date of this report) were exercised a total of 4,786,783 of new Ordinary Shares would be allotted and 750,000 Ordinary Shares would be issued out of treasury, representing approximately 19.4% of the enlarged issue share capital of the Company following such exercise (excluding shares continuing to be held in treasury). If the authority proposed for the buy-back of shares by the Company was to be exercised in full, then the number of shares to be issued on exercise of the said options would constitute approximately 24.6% of the issued share capital as enlarged by such allotments of shares (excluding shares held in treasury),

DIRECTORS' REPORT AND BUSINESS REVIEW CONTINUED

Annual General Meeting continued

- approve a disapplication of shareholder pre-emption rights to enable the issue of equity securities in connection with any rights issue and/or an offer of issued shares held in treasury by way of rights made by the Company, with certain adjustments to shareholder entitlements to be made for practical purposes to deal with fractional entitlements and overseas restrictions on offers of shares in UK companies and further limited disapplications of these pre-emption rights applying in relation to
 - (i) the allotment for cash of up to an aggregate nominal amount of £118,840 (2,376,800 Ordinary Shares), representing approximately 10% of the nominal value of the issued ordinary share capital of the Company as at 31 August 2011 (excluding shares held in treasury),
 - (ii) the sale of all or any of the 4,019,456 Ordinary Shares in the capital of the Company held in treasury as at 1 December 2011

Auditors

On 21 November 2011, our auditors adopted the trading name MHA MacIntyre Hudson (formally MacIntyre Hudson LLP). A resolution to reappoint MHA MacIntyre Hudson as auditors to the Company will be proposed at the forthcoming Annual General Meeting.

Statement of disclosure to auditors

The directors who were in office on the date of approval of these financial statements have confirmed that, as far as they are aware, there is no relevant audit information of which the auditors are unaware. Each of the directors has confirmed that he has taken all the steps that he ought to have taken as a director in order to make himself aware of any relevant audit information and to establish that it has been communicated to the auditors.

CORPORATE GOVERNANCE STATEMENT

The rules relating to securities traded on the London Stock Exchange's AIM market (AIM) do not require AIM companies to report in accordance with the Combined Code. However, the Board believes in the principles of good corporate governance and is committed to applying the highest principles commensurate with its size.

Directors

The Board of directors comprises five executive directors and two non-executive directors, as detailed on page 5. The independent non-executive directors are Lord Birdwood and Mr Harris (who is the senior independent non-executive director). Whilst Lord Birdwood has served as a director of the Company for more than 9 years, the Board considers that he has demonstrated throughout his tenure that he is independent, both in character and judgment. The Board is structured so that no one individual or group dominates the decision-making process.

Board meetings are held at least four times a year and at other times as required to address requirements arising between these scheduled meetings.

During the year, five Board meetings were held. The directors attended as follows:

	Attendance
R King	4
K P Shah	5
J J Diver	4
J J P Kissane	4
M S Hyde (appointed 1 March 2011)	2
Lord Birdwood	5
D Harris	5

The Board has a formal schedule of matters reserved for its consideration. It determines the overall Group strategy, creation, acquisition or disposal of material corporate entities or assets, public announcements (including statutory financial statements), significant changes in accounting policy, capital structure and dividend policy, Group remuneration policy, and Board structure, composition and succession.

The Board delegates to management, through the executive directors, the overall performance of the Group, which is conducted principally through the setting of clear objectives.

The Board has established an Audit Committee, a Remuneration Committee and a Nominations Committee, with duties and responsibilities formally delegated to them. The terms of reference set out each Committee's responsibilities. The terms of reference for the Audit Committee can be viewed at the Company's Registered Office.

In accordance with the terms of their appointments, each of the non-executive directors of the Company is obliged to retire each year and is eligible for re-election at the Company's annual general meeting. The executive directors are not subject, either contractually or under the Company's Articles of Association, to a requirement to retire by rotation.

Evaluation of the Board, Board Committees and Directors

The performance evaluation of the Board, its Committees and directors is undertaken by the Chairman and implemented in collaboration with the Committee Chairmen. The 2011 Board evaluation was conducted by way of a discussion between the Chairman and each of the directors. The independent non-executive directors met separately to review the Chairman's performance and provide feedback to him. Following formal performance evaluation, the Chairman confirms that the performance of non-executive directors continues to be effective and demonstrates their commitment to the role.

Audit Committee

D Harris (Chairman) and Lord Birdwood

The Audit Committee is responsible for ensuring that the financial performance of the Group is properly measured and reported and for reviewing reports from the auditors relating to Group financial statements and the Group's internal control systems. The committee is also responsible for the development, implementation and monitoring of the Company's policy on external audit. The committee reserves oversight responsibility for monitoring the auditors' independence, objectivity and compliance with ethical and regulatory requirements. The committee also ensures that key partners within the external auditors are rotated from time to time, in accordance with UK rules. During the year, two meetings were held, which were attended by all members.

CORPORATE GOVERNANCE STATEMENT CONTINUED

Remuneration Committee

Lord Birdwood (Chairman) and D Harris

The Remuneration Committee is responsible for setting the remuneration of the executive directors and the senior management and for the operation of the Company's share option schemes. The Directors' Remuneration Report is shown on pages 14 to 16. During the year, one meeting was held, which was attended by all members.

Nominations Committee

R King (Chairman), Lord Birdwood, and D Harris

The Nominations Committee is responsible for considering and recommending to the Board changes in the Board's composition and membership. One meeting was held during the year.

All non-executive directors of the Company who are members of these committees are entitled to seek, at the Company's expense, independent professional advice in connection with their roles on these committees.

Internal Control

The Board is ultimately responsible for the Group's system of internal control and for reviewing its effectiveness. However, such a system is designed to manage rather than eliminate the risk of failure to achieve business objectives and can provide only reasonable, and not absolute, assurance against material misstatement or loss.

Following publication of the guidance for directors on internal control "Internal Control: Guidance for Directors on the Combined Code", the Board confirms that there is an ongoing process for identifying, evaluating and managing the significant risks faced by the Group. This process has been in place throughout the year under review and up to the date of approval of the annual report and financial statements and is regularly reviewed by the Board and accords with the guidance.

The Board has reviewed the effectiveness of the system of internal controls. In particular, it has reviewed and updated the process for identifying and evaluating the significant risks affecting the business and the policies and procedures by which these risks are managed.

Key elements of the Group's system of internal controls are as follows:

Control environment

- the setting of appropriate levels of authorisation which must be adhered to as the Group conducts its business,
- the implementation of a recognised, organisational and management reporting structure within which individual executive directors have responsibility for the day-to-day running of the business,
- established and detailed procedures for the setting of annual budgets and monthly forecasts and the monitoring of actual financial performance against these targets, on a monthly basis, both at operational and Board level, and
- a clearly defined and well-established set of accounting policies, which ensure that the financial performance is recorded on a consistent and appropriate basis throughout the Group's reporting entities.

Monitoring and corrective action

There are ongoing procedures in place for monitoring the system of internal financial controls. The remit of the Audit Committee includes meeting to review the effectiveness of the Group's system of internal financial controls and considering reports made to it by the Group's auditors. The Group does not have an internal audit function. During the year, the Board has reviewed the need for an internal audit function and continues to believe that the current size of the Group does not warrant the establishment of an internal audit function. The need for an internal audit function will continue to be reviewed on an annual basis.

Risk management

Management are responsible for the identification and evaluation of significant risks applicable to their areas of the business together with the design and operation of suitable internal controls. These risks are assessed on a continual basis and may be associated with a variety of internal or external factors, including control breakdowns, disruption in information systems, natural catastrophe and regulatory requirements.

Management report to the Board regularly on their review of risks and how they have managed the risks. The Board reviews the key risks inherent in the business and the system of controls necessary to manage such risks.

CORPORATE GOVERNANCE STATEMENT CONTINUED

Relations with shareholders

The Board supports the principle of clear reporting of financial performance to shareholders. During a financial year, shareholders receive either a letter informing them that the Group's full annual report and an interim report are available to view and download from the investors section of the Company's website or, if they have so elected, hard copy of such reports. Other supplementary trading statements issued via the London Stock Exchange are also placed on the investors section of the Company's website and, where appropriate, may also be sent to shareholders in the post.


As indicated in the Chairman's statement, as well as speeding up the provision of information to shareholders, the Board believes that utilising electronic communications delivers savings to the Company in terms of administration, printing and postage, and also benefits the environment through reduced consumption of paper and inks.

Members of the Board will be available at the forthcoming Annual General Meeting to answer any questions from the shareholders.

Going Concern

After making enquiries, the Board considers that the Group has adequate resources to continue operating for the foreseeable future and has therefore adopted the going concern basis in preparing the financial statements.

By Order of the Board



K P Shah FCCA
Secretary

Registered Office
2nd Floor
10 Chiswell Street
London
EC1Y 4UQ

Registered number 3033333
2 December 2011

DIRECTORS' REMUNERATION REPORT

The Board presents the Remuneration Report for the year ended 31 August 2011

The Remuneration Committee

The Remuneration Committee consists of two independent non-executive directors Lord Birdwood (Chairman) and Mr Harris

Remuneration of Directors

Each executive director is paid a basic salary and is entitled to benefits, namely payments of pension contributions to a suitable scheme of his choice, the option of the use of a company car, fuel and/or mileage allowance and participation in a private health care scheme. Where a director chooses not to take a pension allowance, an equivalent sum is added to his gross salary.

Each of the executive directors is also entitled under the terms of his service contract to a bonus in the event that specified performance targets are met or exceeded. These targets require increases in earnings per share in each financial year of the Group, adjusted to exclude certain exceptional non-trading items. Messers Diver, Shah and Kissane are also entitled to a further bonus of 4%, 2% and 1% respectively of the consolidated, pre-tax profits of the Group in the event that a specified minimum target is met or exceeded.

The basic salaries referred to above are reviewed every year by the Remuneration Committee. No director has a service contract incorporating a notice period of more than 12 months.

The Company believes that share ownership by executive directors and senior executives strengthens the links between their personal interests and those of the shareholders. All executive directors are entitled to participate in the Company's 2003 Enterprise Management Incentive Share Option Scheme and its 2006 Executive Share Option Plan, details of which may also be found in note 28 to the financial statements.

The non-executive directors are appointed for a fixed term expiring at each Annual General Meeting of the Company, when they may offer themselves for re-election. Each of the non-executive directors is entitled to fees, currently at the rate of £25,000 per annum (2010 £25,000), plus expenses, without any right to compensation on early termination.

DIRECTORS' REMUNERATION REPORT CONTINUED

Audited Information

The following table shows a breakdown of the remuneration of the directors for the year ended 31 August 2011 and the year ended 31 August 2010

Year ended 31 August 2011

	Salary/fees £	Performance bonus £	Benefits in kind £	Pension contribution £	Total £
R King	248,924	248,924	3,880	-	501,728
K P Shah	245,916	433,208	2,699	-	681,823
J J Diver	245,916	629,608	9,079	-	884,603
J J P Kissane	215,592	313,792	2,505	-	531,889
M S Hyde (appointed 1 March 2011)	75,910	18,342	11,924	-	106,176
I ord Birdwood (non-executive)	25,000	-	-	-	25,000
D Harris (non-executive)	25,000	-	-	-	25,000
	1,082,258	1,643,874	30,087	-	2,756,219

Year ended 31 August 2010

	Salary/fees £	Performance bonus £	Benefits in kind £	Pension contribution £	Total £
R King	248,924	248,924	3,289	-	501,137
K P Shah	236,808	399,208	2,193	-	638,209
J J Diver	218,592	543,392	9,470	-	771,454
J J P Kissane	215,592	296,792	2,775	-	515,159
I S Fenn (non-executive)(resigned 26 March 2010)	11,667	-	-	-	11,667
I ord Birdwood (non-executive)	22,500	-	-	-	22,500
D Harris (non-executive)	22,500	-	-	-	22,500
A B MacKay (non-executive)(resigned 26 March 2010)	11,667	-	-	-	11,667
	988,250	1,488,316	17,727	-	2,494,293

On 5 February 2003, options over 185,000 new Ordinary Shares were granted to each of J J P Kissane and J J Diver. These options were granted pursuant to the Company's Enterprise Management Incentive Share Option Scheme, which was approved by shareholders on 22 January 2003. The options are exercisable at a price of 54 pence per share normally no earlier than three years and not later than ten years from the date of grant, subject to the achievement of a predetermined profit related performance target, which has been achieved.

On 11 May 2006, options were granted at a price of 63 pence per share over 960,000 new Ordinary Shares to the four executive directors. R King and K P Shah were each granted options over 250,000 new Ordinary Shares. J J Diver and J J P Kissane were each granted options over 230,000 new Ordinary Shares. These options were granted pursuant to the 2006 Share Option Plan, which was approved by shareholders on 29 November 2005 and adopted by the Company on 22 February 2006. The options are exercisable at a price of 63 pence per share normally no earlier than three years and not later than ten years from the date of grant, subject to the achievement of a predetermined profit related performance target, which has been achieved.

On 6 May 2009, options were granted at a price of 35.5 pence over 300,000 new Ordinary Shares in the Company to each of the four executive directors. These options were granted variously under the Company's 2003 Enterprise Management Incentive Share Option Scheme and its 2006 Share Option Plan and are normally exercisable no earlier than three years and not later than ten years from the date of grant and potentially vest in three equal tranches, subject to the achievement of predetermined profit related performance targets, which have been satisfied in respect of the first of these tranches.

On 2 February 2011, an unapproved, option over a total of 750,000 existing Ordinary Shares held by the Company in treasury was granted to Jonathan Diver, a director of the Company, at an exercise price of 187 pence per share. This option was granted in exercise of the power to sell shares held by the Company as treasury shares granted to the directors (in accordance with section 570 of the Companies Act 2006) at the Annual General Meeting of the Company held on 19 January 2011.

DIRECTORS' REMUNERATION REPORT CONTINUED

At 31 August 2011, the mid-market price of an issued Ordinary Share in The Character Group plc was 160.5 pence. During the year the mid-market price ranged from 128 pence to 216 pence.

On behalf of the Board

Lord Birdwood
Chairman, Remuneration Committee
2 December 2011

DIRECTORS' STATEMENT OF RESPONSIBILITIES IN RELATION TO THE GROUP FINANCIAL STATEMENTS AND THE ANNUAL REPORT

The directors are responsible for preparing the annual report and the Group financial statements in accordance with applicable law and regulations

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors are required to prepare the Group Financial Statements in accordance with International Financial Reporting Standards (IFRS) as adopted by the European Union.

Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of the Group and the financial performance and cash flows of the Group for that year. In preparing these financial statements, the directors are required to

- select suitable accounting policies in accordance with IAS 8 "Accounting Policies, Changes in Accounting Estimates and Errors" and then apply them consistently,
- present information, including accounting policies, in a manner that provides relevant, reliable, comparable and understandable information,
- provide additional disclosures when compliance with the specific requirements of IFRS is insufficient to enable users to understand the impact of particular transactions, or other events and conditions of the Group's financial position and financial performance,
- state that the Group has complied with IFRS, subject to any material departures disclosed and explained in the financial statements, and
- make judgements and accounting estimates that are reasonable and prudent.

The directors are responsible for keeping adequate accounting records which disclose, with reasonable accuracy at any time, the financial position of the Company and to enable them to ensure that the financial statements comply with the requirements of the Companies Act 2006. They are also responsible for safeguarding the assets of the Group and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the Company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The directors confirm that they have complied with the above requirements in preparing the financial statements.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHARACTER GROUP plc

We have audited the consolidated financial statements of The Character Group plc for the year ended 31 August 2011, which comprise the Consolidated Income Statement, the Consolidated Statement of Comprehensive Income, the Consolidated Balance Sheet, the Consolidated Cash Flow Statement, the Consolidated Statement of Changes in Equity and the related notes 1 to 31. The financial reporting framework that has been applied in their preparation is applicable law and International Financial Reporting Standards (IFRSs) as adopted by the European Union.

This report is made solely to the Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the Statement of Directors' responsibilities in respect of the Group financial statements and the Annual Report, the directors are responsible for the preparation of the consolidated statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the consolidated financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the Group's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the directors, and the overall presentation of the financial statements.

In addition, we read all the financial and non-financial information in the annual report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the consolidated financial statements

- give a true and fair view of the state of the Group's affairs as at 31 August 2011 and of its profit for the year then ended,
- have been properly prepared in accordance with IFRSs as adopted by the European Union, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Directors' Report for the financial year for which the consolidated financial statements are prepared is consistent with the consolidated financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- certain disclosures of directors' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit.

INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF THE CHARACTER GROUP plc CONTINUED

Other matter

We have reported separately on pages 54 and 55 on the parent company financial statements of The Character Group plc for the year ended 31 August 2011

Lisa Barling, ACA (Senior Statutory Auditor)
For and on behalf of MHA MacIntyre Hudson
Statutory Auditors and Chartered Accountants
New Bridge Street House
30-34 New Bridge Street
London
E:C4V 6BJ

MHA MacIntyre Hudson

14 December 2011

CONSOLIDATED INCOME STATEMENT

for the year ended 31 August 2011

	Note	Total 2011 £000's	Total 2010 £000's
Continuing operations			
Revenue		94,947	85,228
Cost of sales		(62,355)	(55,180)
Gross profit		32,592	30,048
Net operating expenses			
Selling and distribution costs		(8,285)	(7,458)
Administration expenses		(15,318)	(15,034)
Other operating income		308	30
Operating profit	3	9,297	7,586
Finance income	6	70	143
Finance costs	6	(322)	(177)
Profit before taxation		9,045	7,552
Taxation	7	(2,210)	(1,365)
Profit for the year attributable to equity holders of the parent		6,835	6,187
Earnings per share (pence)			
	10		
Basic		28.47p	20.12p
Fully diluted		25.45p	18.94p
Dividend per share (pence)			
	9	5.0p	3.0p
EBITDA (earnings before interest, tax, depreciation and amortisation)		12,531	9,797

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

for the year ended 31 August 2011

	Total 2011	Total 2010
Note	£000's	£000's
Profit for the year after tax	6,835	6,187
Exchange differences on translation of foreign operations	151	(356)
Income tax on exchange difference	(79)	–
(Loss) on cash flow hedges	(232)	(232)
Income tax on cash flow hedges	65	65
Total comprehensive income for the year attributable to the equity holders of the parent	6,740	5,664

CONSOLIDATED BALANCE SHEET

as at 31 August 2011

	Note	2011 £'000's	2010 £'000's
Non-current assets			
Intangible assets – product development	11	1,630	1,123
Investment property	13	2,172	–
Property, plant and equipment	12	3,845	1,243
Deferred tax assets	8	658	–
		8,305	2,366
Current assets			
Inventories	15	11,563	9,323
Trade and other receivables	16	17,106	15,786
Derivative financial instruments	17	355	232
Cash and cash equivalents	19	10,859	16,405
		39,883	41,746
Current liabilities			
Short term borrowings	20	(15,727)	(16,857)
Trade and other payables	21	(20,529)	(19,903)
Income tax	18	(2,282)	(481)
Derivative financial instruments	17	(1,598)	(301)
		(40,136)	(37,542)
Net current (liabilities)/assets		(253)	4,204
Non-current liabilities			
Deferred tax	8	(486)	(114)
Net assets		7,566	6,456
Equity			
Share capital	28	1,390	1,521
Shares held in treasury	28	(3,373)	(3,373)
Investment in own shares	30	(908)	(908)
Capital redemption reserve		1,380	1,229
Share based payment reserve		1,350	891
Share premium account		13,163	12,928
Merger reserve		651	651
Translation reserve		1,934	2,075
Profit and loss account		(8,021)	(8,558)
Total equity attributable to equity holders of the parent		7,566	6,456

The financial statements on pages 20 to 52 were approved by the Board of Directors on 2 December 2011



R. King
Chairman



K P Shah
Group Finance Director and Joint Managing Director

CONSOLIDATED STATEMENT OF CASH FLOW

for the year ended 31 August 2011

	12 months to 31 August 2011	12 months to 31 August 2010
Note	£,000's	£,000's
Cash flow from operating activities		
Profit before taxation for the year	9,045	7,552
Adjustments for		
Depreciation of property, plant and equipment	314	285
Depreciation of investment property	22	–
Amortisation of intangible assets	2,898	1,926
Gain on disposal of subsidiary	(3)	–
(Profit) on disposal of property, plant and equipment	–	(18)
Interest expense	252	34
Financial instruments fair value adjustments	942	(634)
Share based payments	459	158
(Increase) in inventories	(2,240)	(2,280)
(Increase) in trade and other receivables	(1,320)	(2,435)
Increase in trade and other creditors	626	9,304
Cash generated from operations	10,995	13,892
Interest paid	(252)	(34)
Income tax paid	(709)	(1,091)
Net cash inflow from operating activities	10,034	12,767
Cash flows from investing activities		
Payments for intangible assets	(3,405)	(2,226)
Payment for investment property	(2,194)	–
Payments for property, plant and equipment	(3,893)	(372)
Proceeds from disposal of property, plant and equipment	–	37
Proceeds from disposal of subsidiary	970	–
Net cash outflow from investing activities	(8,522)	(2,561)
Cash flows from financing activities		
Proceeds from issue of share capital	255	326
Purchase of own shares for cancellation	(5,147)	(10,591)
Recovery of listing expenses	–	42
Dividends paid	(1,197)	(932)
Net cash used in financing activities	(6,089)	(11,155)
Net (decrease) in cash and cash equivalents	(4,577)	(949)
Cash, cash equivalents and borrowings at the beginning of the year	(452)	854
Effects of exchange rate movements	161	(357)
Cash, cash equivalents and borrowings at the end of the year	(4,868)	(452)

Cash, cash equivalents and borrowings consist of

Cash and cash equivalents	19	10,859	16,405
Short term borrowings	20	(15,727)	(16,857)
Cash, cash equivalents and borrowings at the end of the year		(4,868)	(452)

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

for the year ended 31 August 2011

	Called up share capital £000's	Investment in own shares £000's	Treasury shares £000's	Capital redemption reserve £000's	Share premium account £000's	Merger reserve £000's	Share based payment £000's	Translation reserve £000's	Profit and loss account £000's	Total £000's
The Group										
At 1 September 2009	1,925	(908)	(3,373)	798	12,587	651	733	1,866	(2,490)	11,789
Profit for the year after tax	-	-	-	-	-	-	-	-	6,187	6,187
Exchange differences on translating foreign operations	-	-	-	-	-	-	-	209	(565)	(356)
Net loss on cash flow hedged contract	-	-	-	-	-	-	-	-	(167)	(167)
Total comprehensive income and expense for the year	-	-	-	-	-	-	-	209	5,455	5,664
Share-based payment	-	-	-	-	-	-	158	-	-	158
Dividends	-	-	-	-	-	-	-	-	(932)	(932)
Shares issued	27	-	-	-	299	-	-	-	-	326
Shares cancelled	(431)	-	-	431	-	-	-	-	(10,591)	(10,591)
Recovery of listing expenses	-	-	-	-	42	-	-	-	-	42
At 1 September 2010	1,521	(908)	(3,373)	1,229	12,928	651	891	2,075	(8,558)	6,456
Profit for the year after tax	-	-	-	-	-	-	-	-	6,835	6,835
Net exchange differences on translating foreign operations	-	-	-	-	-	-	-	(141)	213	72
Net loss on cash flow hedged contract	-	-	-	-	-	-	-	-	(167)	(167)
Total comprehensive income and expense for the year	-	-	-	-	-	-	-	(141)	6,881	6,740
Share-based payment	-	-	-	-	-	-	459	-	-	459
Dividends	-	-	-	-	-	-	-	-	(1,197)	(1,197)
Shares issued	20	-	-	-	235	-	-	-	-	255
Shares cancelled	(151)	-	-	151	-	-	-	-	(5,147)	(5,147)
At 31 August 2011	1,390	(908)	(3,373)	1,380	13,163	651	1,350	1,934	(8,021)	7,566

Capital and Reserves

- Called up share capital represents the nominal value of equity shares
- Share premium represents the excess of the fair value of consideration received for the equity shares, net of expenses of the share issue over the nominal value of the equity shares
- Capital redemption reserve represents the buyback and cancellation of shares at nominal value
- Merger reserve represents the premium arising on shares issued as consideration for the acquisition of subsidiaries and which qualified for merger relief
- Share based payment represents the amounts recognised in profit and loss in respect of share based payments
- Translation reserve represents the cumulative foreign exchange differences on the translation of the net assets of the Group's foreign operations to the presentation currency of the parent
- Profit & Loss represents retained profit and losses

NOTES TO THE FINANCIAL STATEMENTS

1 PRINCIPAL ACCOUNTING POLICIES

General information

The Character Group plc (the Company) is a public limited company incorporated and domiciled in the United Kingdom. The Company's shares are quoted on the AIM Market of the London Stock Exchange.

The Group's principal places of operations are the United Kingdom and the Far East.

The principal activities of the Company and its subsidiaries (the Group) are detailed in the Directors' Report on pages 6 to 10.

Standards, amendments and interpretations effective in the current period

The following new standards and amendments are mandatory for the first time for the financial period beginning 1 September 2010 but do not currently have a material impact on the Group.

IFRS 2	Share Based Payments (Amendment)	Group cash settled payment transactions
IAS 32	Financial Instruments Presentation (Amendment)	Classification of rights issues
IFRIC 19	Extinguishing Financial Liabilities with Equity Instruments	

Improvements to IFRS (issued April 2009)

Improvements to IFRS (issued May 2010) certain amendments effective from 1 July 2010

Standards, amendments and interpretations in issue not yet adopted

The following new standards, amendments and interpretations are yet to become mandatory and have not been applied in the Group's consolidated financial statements for the year ended 31 August 2011.

		Effective for annual periods beginning on or after
IAS 1	Financial Statements Presentation	- 1 July 2012
IAS 12	Income Taxes (Amendment) – Deferred Taxes Recovery of Underlying Assets	- 1 January 2012
IAS 19	Employee Benefits	- 1 January 2013
IAS 24	Related Party Disclosures	- 1 January 2011
IAS 27	(revised 2011) Separate Financial Statements	- 1 January 2013
IAS 28	(revised 2011) Associates and Joint Ventures	- 1 January 2013
IFRS 7	Financial Instruments Disclosures (Amendment)	- 1 July 2011
IFRS 9	Financial Instruments	- 1 January 2013
IFRS 10	Consolidated Financial Statements	- 1 January 2013
IFRS 11	Joint Arrangements	- 1 January 2013
IFRS 12	Disclosures of Interest of Other Entities	- 1 January 2013
IFRS 13	Fair value measurement	- 1 January 2013
IFRIC 14 & IAS 19	The Limit on a Defined Benefit Asset, Minimum Funding Requirements & their interaction	- 1 January 2011
Improvements to IFRS (issued May 2010)		- 1 January 2011

Based on the current business model and accounting policies, the Group does not anticipate a material impact on the consolidated financial statements by the adoption of these standards and interpretations in future periods.

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

Statement of compliance

The consolidated financial statements of the Group have been prepared in accordance with International Financial Reporting Standards (IFRS) as adopted by the European Union and are consistent with IFRS as issued by the International Accounting Standards Board and in accordance with the Companies Act 2006

Basis of preparation

The consolidated financial statements have been prepared under the historical cost convention, as modified by the revaluation of certain derivative financial instruments and share based payments at fair value

Basis of consolidation

The consolidated financial statements comprise the financial statements of the Company (The Character Group Plc) and subsidiaries controlled by the Company as at the balance sheet date. Subsidiaries are entities over which the Group has the power to control financial and operating policies so as to obtain benefits from their activities and are included in the consolidated financial statements from the date on which control is transferred to the Group and cease to be consolidated from the date on which control is transferred out of the Group. The results of subsidiaries acquired or disposed of during the period are included in the consolidated income statement from the date on which control is transferred to the Group and cease to be consolidated from the date on which control is transferred out of the Group.

All intra-Group transactions, balances, income and expenses are eliminated on consolidation

Significant judgements and estimates

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. Although these estimates are based on historical experience and other associated factors believed to be reasonable under the circumstances, actual results may differ from these estimates. Underlying assumptions are reviewed on an on-going basis. Areas of significant judgements are provisions for stock obsolescence, customer returns and allowances, product development, fair value of derivatives, investment properties, deferred tax and share based payments. Revisions to accounting estimates are recognised in the period in which the estimate is revised or in the period of the revision and future periods, if these are affected. Information about the Group's judgement and recognition of product development is contained in the accounting policies and in note 13 in relation to investment properties. The other key areas are summarised below

Stock obsolescence

The Group reviews the net realisable value of and demand for its inventory on an ongoing basis to ensure recorded inventory is stated at the lower of cost or net realisable value. In assessing the ultimate realisation of inventories, the Group is required to make judgements as to future demand requirements and to compare these with committed inventory levels. Assumptions have been made relating to the success of product ranges which would impact estimated demand and selling prices

Customer returns & allowances

The Group operates in a highly competitive environment which is subject to seasonal demand. Timing and success of product ranges are major factors that determine the level of returns and allowances. Allowances reserves are established on management's best estimate of the amounts necessary to meet claims by the Group's customers

Fair value of derivatives

The Group uses derivatives to mitigate risks arising from foreign exchange. The calculation of fair value of derivatives is based on prevailing market conditions at the date of valuation and appropriate valuation models. The use of different market assumptions and/or valuation models may have a material effect on the estimated fair value amounts. The Group's derivative financial instruments are disclosed in note 17

Deferred tax assets

The Group reviews the recoverability of deferred tax assets on a prudent basis in determining the recognition of deferred tax assets. Judgement is based on the best available information, historical experience and other assumptions that are consistent with the Group's forecasts. The Group's deferred tax assets and liabilities are disclosed in note 8

Share based payments

The Group has used a binomial valuation model to estimate the fair value of share based payments. The model makes various assumptions on factors outside the Group's control, such as share price volatility and risk free interest rates. Details of the options and assumptions used in deriving the share based payments are disclosed in note 29

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

Foreign currency translation

In the Group companies' individual financial statements, transactions in foreign currencies are translated into their functional currency at the rates applicable when they were completed and monetary assets and liabilities at the period end are translated at the rate at that date. Profits and losses on retranslation are dealt with in the income statement. On consolidation, assets and liabilities of overseas subsidiaries are translated into sterling at closing rates of exchange. Income and cash flow statements are translated at average rates of exchange. The exchange differences arising as a result of translating income statements at average rates and restating opening net assets at closing rates are taken to the translation reserve.

Functional and presentation currency

Items included in the financial statements of each of the Group's entities are measured using the currency of the primary economic environment in which the entity operates ('the functional currency'). The consolidated financial statements are presented in Sterling, which is the Parent Company's functional and presentation currency.

INTANGIBLE ASSETS

Product development expenditure

Under IFRS, development costs are capitalised if specific conditions are fulfilled. Costs incurred on development projects (relating to the design and testing of new products) are recognised as intangible assets when it is probable that the project will be a success, considering its commercial and technical feasibility, and costs can be measured reliably. The Group has capitalised those projects that have met these capitalisation criteria. Amortisation is calculated to allocate cost on a product by product basis in line with the related product's forecast sales up to a maximum of two years. The asset will be reviewed annually for impairment or whenever indicators suggest that the carrying amount may not be recovered. All other development costs are charged directly to expense in the income statement as incurred.

TANGIBLE ASSETS

Property, Plant and Equipment

Property, plant and equipment is stated at historical cost net of accumulated depreciation and any impairment in value. Depreciation is provided on a straight line basis on all such assets, except freehold land, at rates calculated to write off the cost of each asset over its expected useful life. The following principal rates per annum are used:

Freehold buildings	4%
Shorthold leasehold improvements	over the unexpired term of the lease
Tooling	50-100%
Fixtures, fittings and equipment	20-33%
Motor vehicles	20-25%

Investment Properties

Investment properties are properties held to earn rentals and/or for capital appreciation. Investment properties are recorded at cost less accumulated depreciation and any recognised impairment loss.

Investment properties are depreciated on a straight line basis at the following rates per annum:

Freehold land	nil
Freehold buildings	4%

Inventories

Inventories are stated at the lower of cost and net realisable value. Cost is determined using the first in, first out (FIFO) method. Net realisable value is based on estimated selling price less the estimated cost of disposal.

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

Financial assets

Financial assets are recognised on the Group's balance sheet when the Group becomes a party to the contractual provisions of the instrument

Impairment of financial assets

The Group assesses at each balance sheet date whether a financial asset or group of assets is impaired

Trade receivables

Trade receivables do not carry any interest and are stated at their nominal value as reduced by appropriate allowances for estimated irrecoverable amounts. A Group company has an agreement (recourse) under which debts of customers approved by the finance company are assigned to the finance company. The Group retains all the risks and rewards of the underlying trade debt, and continues to recognise the gross debtor balance net of specific provisions. Cash advanced under this arrangement has been treated as a finance advance under current liabilities

Cash and cash equivalents

Cash and short term deposits in the balance sheet comprise cash at banks and at hand and short term deposits with a maturity of three months or less from the date of acquisition

For the purposes of the consolidated cash flow statement, cash and cash equivalents consist of cash and cash equivalents as defined above, net of outstanding bank overdrafts

FINANCIAL LIABILITIES

Finance advances

Finance advances are advances against trade debtors. Advances are interest bearing and are stated at their nominal value

Trade payables

Trade payables are not interest bearing and are stated at their nominal value

Import loans

Import loans are short term interest bearing trade finance instruments. Import loans are initially recorded at fair value and subsequently amortised using the effective interest rate method

Interest bearing loans and borrowings

All loans and borrowings are initially recognised at fair value less directly attributable transaction costs. After initial recognition, interest bearing loans and borrowings are subsequently measured at amortised cost using the effective interest method

Derivative financial instruments

Derivatives are initially recognised at fair value on the date a derivative contract is entered into and are subsequently remeasured at their fair value. The method of recognising the resulting gain or loss depends on whether the derivative is designated as a hedging instrument. The Group designates certain derivatives as hedges of highly probable forecast transactions (cash flow hedge)

The Group documents at the inception of the transaction the relationship between hedging instruments and hedged items, as well as its risk management objective and strategy for undertaking various hedge transactions. The Group also documents its assessment, both at hedge inception and on an ongoing basis, of whether the derivatives that are used in hedging transactions are highly effective in offsetting changes in cash flows of hedged items

a) Cash flow hedge

The effective portion of changes in the fair value of derivatives that are designated and qualify as cash flow hedges are recognised in equity. The gain or loss relating to the ineffective portion is recognised immediately in the income statement

Amounts accumulated in equity are recycled in the income statement in the periods in which the hedged items affect the income statement. However, when the forecast transaction that is hedged results in the recognition of a non-financial asset (for example, inventory) or a liability, the gains and losses previously deferred in equity are transferred from equity and included in the initial measurement of the cost of the asset or liability

When a hedging instrument expires or is sold, or when a hedge no longer meets the criteria for hedge accounting, any cumulative gain or loss existing in equity at that time remains in equity and is recognised when the forecast transaction is ultimately recognised in the income statement. When a forecast transaction is no longer expected to occur, the cumulative gain or loss that was reported in equity is immediately transferred to the income statement

b) Derivatives that do not qualify for hedge accounting

Certain derivative instruments may not qualify for hedge accounting. Such derivatives are classified as at fair value through the income statement, and changes in the fair value are recognised immediately in the income statement

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

Derecognition of financial assets and liabilities

A financial asset or liability is generally derecognised when the contract that gives rise to it is settled, sold, cancelled or expires

Provisions

Provisions are recognised when the Group has a present obligation as a result of a past event and where it is probable that the Group will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation. The amount recognised as a provision is the best estimate of the consideration required to settle the obligation at the balance sheet date, taking into account the risks and uncertainties surrounding the obligation. If the effect of time value of money is material, the carrying value of the provision is the present value of the consideration.

When some or all of the economic benefits required to settle a provision are expected to be recovered from a third party, the receivable is recognised as an asset if it is virtually certain that reimbursement will be received and the amount of the receivable can be measured reliably.

Share based payment

The Group issues equity settled awards to certain employees. The fair value of equity settled awards granted after 7 November 2002, and that will vest on or after 1 September 2006, are measured using a binomial valuation model, taking into account the terms and conditions under which the option was granted. Options vest subject to the employee remaining in service during the vesting period and the relevant non-market related performance condition(s) being met. The fair value determined on this basis is expensed on a straight line basis over the vesting period, based upon the Group's estimate of the number of shares that will vest. The estimate of vesting is reviewed annually, with any impact on the cumulative charge being recognised immediately. The charge in respect of share based payments is matched by an equal and opposite adjustment to equity.

Employee benefits

The costs of short-term employee benefits are recognised when an employee has rendered service in exchange for those benefits.

Contributions to the occupational defined contribution pension scheme and personal pension schemes are charged to the income statement as services are rendered by the employees.

Leases

Where the lessor maintains substantially all the risks and rewards of ownership, leases are treated as operating leases. Their annual rentals are charged to the income statement on a straight-line basis over the term of the lease.

All incentives for the agreement of a new or renewed operating lease are recognised as part of net consideration, irrespective of nature, form, or timing of payments. The aggregate benefit of incentive is generally recognised as a reduction of rental expense over the lease term, on a straight-line basis.

Revenue recognition

Revenue is measured at the fair value of consideration received or receivable for goods and services, after returns and allowances. Revenue is recognised as follows:

a) Sale of goods

Revenue from the sale of goods is recognised when the goods are delivered.

b) Sales returns and allowance

A provision is established at the year end for estimated customer returns, rebates and other allowances that reduce income.

Segmental information

Operating segments are reported in a manner consistent with the internal reporting to the chief operating decision maker. The Board of directors of the Group is identified as the chief operating decision maker and is responsible for allocating resources and assessing performance of the operating segments.

The performance of reportable segments is assessed on a measure of operating profit, excluding non-recurring items, such as share based payments charges, amortisation of intangible assets and unrealised gains/(losses) on financial instruments.

Income taxes

Tax on income or expenses for the year comprise current and deferred tax and is recognised in the income statement, except to the extent that it relates to items recognised directly in equity, in which case it is recognised in equity.

Current tax

The current tax includes UK and foreign tax payable or recoverable and is provided at tax rates and in accordance with the tax laws that have been enacted or substantially enacted by the balance sheet date.

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

Deferred tax

Under International Accounting Standard (IAS) 12 "Income taxes", deferred tax is recognised on the temporary differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit, and is accounted for using the balance sheet liability method

Deferred income tax liabilities are recognised for all taxable temporary differences except

- where the deferred income tax liability arises from the initial recognition of goodwill or of an asset or liability in a transaction that is not a business combination and, at the time of the transaction, affects neither the accounting profit nor taxable profit or loss,
- in respect of taxable temporary differences associated with investments in subsidiaries, associates and interests in joint ventures, where the timing of the reversal of the temporary differences can be controlled and it is probable that the temporary differences will not reverse in the foreseeable future

Deferred income tax assets are recognised for all deductible temporary differences, and unused tax losses, to the extent that it is probable that taxable profit will be available against which the deductible temporary differences and unused tax losses can be utilised

The carrying amount of deferred income tax assets is reviewed at each balance sheet date and reduced to the extent that it is no longer probable that sufficient taxable profit will be available to allow all or part of the deferred income tax asset to be utilised. Unrecognised deferred income tax assets are reassessed at each balance sheet date and are recognised if and to the extent that it is probable that future taxable profit that will allow an unrecognised deferred tax asset to be recovered

Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited to the income statement, except when it relates to items charged or credited directly to equity

Own shares

Own shares deducted in arriving at total equity represents the cost of the Company's Ordinary Shares acquired by the Company's Employee Share Ownership Trust

Treasury shares

The Company's shares which have been purchased and not cancelled are held as treasury shares and deducted from equity

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

2 SEGMENT REPORT

The Group operates in one business segment – design, development and international distribution of toys, games and gifts

For management purposes, the chief operating decision maker, the Board of directors of the Company, considers the business from a geographical perspective based on the location of its operations

Year Ended 31 August 2011	UK £000's	Far East £000's	Unallocated £000's	Total £000's
Revenue – external (by origin)	67,809	27,138	–	94,947
Segment adjusted operating profit/(loss)	7,452	7,606	(1,462)	13,596
Amortisation of intangible assets	–	–	–	(2,898)
Financial instruments fair value adjustments	–	–	–	(942)
Share based payments	(402)	–	(57)	(459)
Operating Profit				9,297
Finance costs	(228)	(94)	–	(322)
Finance income	68	1	1	70
Profit before tax				9,045
Taxation				(2,210)
Profit for the year after tax				6,835
Segment assets	26,305	15,039	6,844	48,188
Segment liabilities	(22,723)	(14,915)	(2,984)	(40,622)
Other segment information				
Capital additions	1,962	3,156	969	6,087
Capital disposals	–	–	(967)	(967)
Depreciation	199	96	41	336

Analysis of unallocated assets and liabilities

Assets	Total £000's	Liabilities	Total £000's
Corporate assets	634	Corporate creditors & accruals	(900)
Derivative financial instruments	355	Derivative financial instruments	(1,598)
Deferred tax asset	359	Deferred tax balances	(486)
Cash at bank and in hand	3,622		
Intangible assets – product development	1,630		
Corporate debtors & prepayments	244		
Unallocated assets	6,844	Unallocated liabilities	(2,984)

There are no sales between the segments, assets and liabilities are net of intercompany balances
Unallocated expenses comprise corporate expenses

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

2 SEGMENT REPORT CONTINUED

Year Ended 31 August 2010	UK £000's	Far East £000's	Unallocated £000's	Total £000's
Revenue – external (by origin)	54,761	30,467	–	85,228
Segment adjusted operating profit/(loss)	4,026	6,415	(1,405)	9,036
Amortisation of intangible assets	–	–	–	(1,926)
Financial instruments fair value adjustments	–	–	–	634
Share based payments	(98)	–	(60)	(158)
Operating Profit				7,586
Finance costs	(79)	(97)	(1)	(177)
Finance income	102	5	36	143
Profit before tax				7,552
Taxation				(1,365)
Profit for the year after tax				6,187
Segment assets	26,666	11,679	5,767	44,112
Segment liabilities	(22,032)	(14,941)	(683)	(37,656)
Other segment information				
Capital additions	181	191	–	372
Capital disposals	(127)	(8)	–	(135)
Depreciation	(207)	(37)	(41)	(285)

Analysis of unallocated assets and liabilities

Assets	Total £000's	Liabilities	Total £000's
Corporate assets	673	Corporate creditors & accruals	(268)
Corporate debtors & prepayments	238	Derivative financial instruments	(301)
Cash at bank and in hand	3,501	Deferred tax balances	(114)
Intangible assets – product development	1,123		
Derivative financial instruments	232		
Unallocated assets	5,767	Unallocated liabilities	(683)

There are no sales between the segments, assets and liabilities are net of intercompany balances
Unallocated expenses comprise corporate expenses

GEOGRAPHICAL DESTINATION OF REVENUE

	31 August 2011 £000's	31 August 2010 £000's
United Kingdom	79,808	70,853
Rest of the world	15,139	14,375
Total Group	94,947	85,228

Revenues of approximately £45,173,000 (2010 £40,771,000) were derived from three external customers individually representing 10% or more of revenue

These revenues are attributable to both UK & Far East segments

	2011 £000's	2010 £000's
Customer 1	20,245	19,375
Customer 2	13,378	8,643
Customer 3	11,550	12,753
	45,173	40,771

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

3 OPERATING PROFIT

	Note	12 months to 31 August 2011 £000's	12 months to 31 August 2010 £000's
Operating profit is stated after charging			
Exchange losses		178	49
Cost of inventories recognised as an expense (included in cost of sales)		54,188	50,199
Inventories write down charge		1,373	99
Staff costs	5	8,566	8,455
Depreciation of tangible fixed assets			
— owned assets		314	285
Depreciation of investment property		22	-
(Profit) on disposal of property, plant and equipment		-	(18)
(Profit) on disposal of subsidiary		(3)	-
Product development amortised (included in cost of sales)		2,898	1,926
Operating leases — land and buildings		390	698

4 AUDITOR'S REMUNERATION

	12 months to 31 August 2011 £000's	12 months to 31 August 2010 £000's
Group Auditor's remuneration		
— Statutory audit services current year	48	40
— (Over)/under provision for prior years	-	(10)
Net statutory audit services	48	30
— Financial reporting advisory services	-	3
— Taxation compliance and advisory services	8	11
Other Auditors' remuneration		
— The audit of the Group's subsidiaries pursuant to Legislation	40	40
— Taxation compliance and advisory services	5	5
Total fees payable to Auditors	101	89

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

5 STAFF COSTS

	12 months to 31 August 2011 £'000's	12 months to 31 August 2010 £'000's
Staff costs including directors' emoluments		
Wages and salaries	7,486	7,658
Social security costs	632	582
Other pension costs	182	77
Share based payments	266	138
	8,566	8,455
The average number of employees during the year was	Number	Number
Management and administration	63	60
Selling and distribution	102	96
	165	156

Of the total average number of employees, 102 (2010: 98) were based in the UK and 63 (2010: 58) in Hong Kong and mainland China.

The amount payable to pension schemes as at the balance sheet date was £4,000 (2010: £48,000).

KEY MANAGEMENT PERSONNEL

	12 months to 31 August 2011 £'000's	12 months to 31 August 2010 £'000's
Salaries and short-term benefits	2,756	2,426
Share-based payments	210	74
	2,966	2,500

Key management comprise the directors of The Character Group plc.

A detailed numerical analysis of directors' remuneration and share options showing the highest paid director, is included in the Directors' Remuneration Report on pages 14 to 16 and forms part of these financial statements.

6 NET FINANCE COSTS

	12 months to 31 August 2011 £'000's	12 months to 31 August 2010 £'000's
Finance costs		
On bank overdraft and similar charges	(168)	(121)
Factor and invoice discounting advances	(154)	(56)
	(322)	(177)
Finance income		
Bank interest	70	143
Net finance costs	(252)	(34)

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

7 TAXATION

	12 months to 31 August 2011 £,000's	12 months to 31 August 2010 £,000's
UK Corporation Tax		
Tax on profit for the period	1,400	-
Adjustments to tax charge in respect of previous periods	-	-
Total UK corporation tax	1,400	-
Foreign Tax		
Tax on profit for the period	1,031	809
Adjustments to tax charge in respect of previous periods	-	377
Total foreign tax	1,031	1,186
Total current tax	2,431	1,186
Deferred Tax		
Origination and reversal of timing differences	(221)	179
Total deferred tax	(221)	179
Tax on profit on ordinary activities	2,210	1,365
Factors affecting tax charge for the period		
Profit on ordinary activities before taxation	9,045	7,552
Profit on ordinary activities multiplied by standard rate of corporation tax in the UK of 27.162% (2010: 28%)	2,457	2,115
Effects of		
Unrecognised timing differences	6	(67)
Expenses/(income) not deductible/(chargeable) for tax purposes	252	(71)
Capital allowances (more than)/less than depreciation	(32)	45
Deduction for employee share options exercised	(100)	(103)
Lower tax rate on overseas earnings	(307)	(516)
Utilisation of tax losses	(83)	(512)
Tax losses not utilised	2	2
Tax losses not recognised for deferred tax	-	95
Effect of change of tax rate	15	-
Adjustments to tax charge in respect of previous periods	-	377
Tax charge reported in the income statement	2,210	1,365
Tax relating to items charged or (credited) to equity		
Income Tax		
Income tax charge on exchange gains on intra group balances	79	-
Deferred Tax		
Deferred tax (credit)/charge on hedged forward contract (loss)/gain	(65)	(65)
Net Tax charge/(credit) to equity	14	(65)

The Finance Act 2011 included legislation to reduce the main rate of corporation tax from 27% to 26% from 1 April 2011 and to 25% from 1 April 2012. The proposed reduction from 27% to 25% was substantively enacted at the balance sheet date. The full year effective tax rate includes the impact to the income statement of calculations UK deferred tax balances at the reduced UK rate of 25%.

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

8 DEFERRED INCOME TAX

Deferred tax is calculated on temporary differences under the liability method using a tax rate of 25% (2010: 28%) for UK differences and local rates for overseas differences.

The net movement on the deferred income tax account is as follows:

	2011 £000's	2010 £000's
As at 1 September	(114)	-
Credit/(charge) to the income statement	221	(179)
Credit directly to equity	65	65
As at 31 August	172	(114)

Deferred tax assets and liabilities are only offset where there is a legally enforceable right of offset.

Deferred tax assets and liabilities are attributable to the following:

	Assets		Liabilities	
	2011 £000's	2010 £000's	2011 £000's	2010 £000's
Product development	-	-	(408)	(314)
Derivative financial instruments	359	85	(78)	(65)
Inventories	226	148	-	-
Short term timing differences	73	32	-	-
Tax assets/(liabilities)	658	265	(486)	(379)
Net tax asset/(liability)	172	-	-	(114)

Movement in recognised deferred tax during the year:

	1 September 2010 £000's	Recognised in income £000's	Recognised in equity £000's	31 August 2011 £000's
Product development	(314)	(94)	-	(408)
Derivative financial instruments	20	196	65	281
Inventories	148	78	-	226
Short term timing differences	32	41	-	73
	(114)	221	65	172

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

8 DEFERRED INCOME TAX CONTINUED

Movement in recognised deferred tax during the prior year

	1 September 2009 £000's	Recognised in income £000's	Recognised in equity £000's	31 August 2010 £000's
Product development	-	(314)	-	(314)
Derivative financial instruments	-	(45)	65	20
Inventories	-	148	-	148
Short term timing differences	-	32	-	32
	-	(179)	65	(114)

Deferred tax assets amounting to £953,000 (2010 £733,000) have not been recognised in respect of certain trading losses and tax allowable deductions, due to the unpredictability of future taxable profit streams in certain subsidiaries

9 DIVIDEND

	12 months to 31 August 2011 £000's	12 months to 31 August 2010 £000's
On equity shares		
Final dividend paid for the year ended 31 August 2010		
— 2.0 pence (2009 1.0 pence) per share	488	342
Interim dividend paid for the year ended 31 August 2011		
— 3.0 pence (2010 2.0 pence) per share	709	590
	1,197	932

The directors recommend a final dividend of 3.0 pence per share (2010 2.0 pence) amounting to £680,000 (2010 £488,000). If approved by shareholders, the final dividend will be paid on 27 January 2012 to shareholders on the register on 6 January 2012.

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

10 EARNINGS PER SHARE

	12 months to 31 August 2011			12 months to 31 August 2010		
	Profit after taxation	Weighted average number of Ordinary Shares	Pence per share	Profit after taxation	Weighted average number of Ordinary Shares	Pence per share
Basic earnings per share	6,835,000	24,006,854	28.47	6,187,000	30,756,913	20.12
Impact of share options	-	2,849,795	(3.02)	-	1,916,574	(1.18)
Diluted earnings per share	6,835,000	26,856,649	25.45	6,187,000	32,673,487	18.94

11 INTANGIBLE FIXED ASSETS - PRODUCT DEVELOPMENT

Cost	Total £,000's
1 September 2009	9,782
Additions	2,226
Write off fully amortised assets	(7,176)
31 August 2010	4,832
Additions	3,405
31 August 2011	8,237
Amortisation	
1 September 2009	8,959
Charge for the year	1,926
Write off fully amortised assets	(7,176)
31 August 2010	3,709
Charge for the year	2,898
31 August 2011	6,607
Net book value	
31 August 2011	1,630
31 August 2010	1,123

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

12 PROPERTY, PLANT AND EQUIPMENT

Cost	Freehold land and buildings £000's	Short leasehold improvements £000's	Tooling £000's	Fixtures, fittings and equipment £000's	Motor vehicles £000's	Total £000's
1 September 2009	1,182	8	26	1,998	326	3,540
Additions	–	113	–	131	128	372
Write off fully depreciated assets	–	–	(26)	(622)	–	(648)
Disposals	–	(8)	–	–	(127)	(135)
Translation differences	–	–	–	5	–	5
1 September 2010	1,182	113	–	1,512	327	3,134
Additions	3,689	–	–	179	25	3,893
Write off fully depreciated assets	–	–	–	(45)	–	(45)
Disposal of subsidiary undertaking	(967)	–	–	–	–	(967)
Translation differences	–	(6)	–	(10)	–	(16)
31 August 2011	3,904	107	–	1,636	352	5,999
Depreciation						
1 September 2009	470	8	26	1,653	209	2,366
Charge for the year	40	18	–	170	57	285
Write off fully depreciated assets	–	–	(26)	(622)	–	(648)
Disposals	–	(8)	–	–	(108)	(116)
Translation differences	–	–	–	4	–	4
1 September 2010	510	18	–	1,205	158	1,891
Charge for the year	49	36	–	166	63	314
Write off fully depreciated assets	–	–	–	(45)	–	(45)
Translation differences	–	(1)	–	(5)	–	(6)
31 August 2011	559	53	–	1,321	221	2,154
Net book value						
31 August 2011	3,345	54	–	315	131	3,845
31 August 2010	672	95	–	307	169	1,243

A non-trading subsidiary was disposed of in August 2011. The assets of the subsidiary comprised solely land and buildings that were acquired by the subsidiary in March 2011.

A bank has a charge over a freehold property.

13 INVESTMENT PROPERTIES

Cost	Total £000's
1 September 2010	–
Additions	2,194
31 August 2011	2,194
Depreciation	
1 September 2010	–
Charge for the year	22
31 August 2011	22
Net book value	
31 August 2011	2,172
31 August 2010	–

The Group's purchase of the investment properties was completed on 17 May 2011. The investment properties are held at depreciated historical cost which, in the opinion of the directors, at 31 August 2011 approximates their market value. During the year the Group received rental income of £69,000 in respect of these investment properties.

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

14 PRINCIPAL GROUP SUBSIDIARY UNDERTAKINGS

Details of the principal subsidiary undertakings of the Company, which are included in the consolidated financial statements, are set out below

Subsidiaries	Country of incorporation and operation	Class of share capital held	Proportion held by the parent Undertaking	Nature of business
Character Options Limited	United Kingdom	Ordinary	100%	Design and distribution of toys and games
Toy Options (Far East) Limited	Hong Kong	Ordinary	100%	Design and distribution of toys and games
Charter Limited	Hong Kong	Ordinary	100%	Design and distribution of toys and games
Character Games Limited	United Kingdom	Ordinary	100%	Design and distribution of toys and games
Character Gifts Limited	United Kingdom	Ordinary	100%	Gift importer and distributor
Q-Stat Limited	United Kingdom	Ordinary	100%	Property investment

15 INVENTORIES

	2011 £000's	2010 £000's
Finished goods for resale	11,563	9,323

16 TRADE AND OTHER RECEIVABLES

	2011 £000's	2010 £000's
Current		
Trade receivables	13,458	13,772
Less provision for impairment of receivables	–	–
Trade receivables – net	13,458	13,772
Other receivables	736	448
	14,194	14,220
Prepayments	2,912	1,566
	17,106	15,786

Advances received under the recourse invoice discounting facility amounting to £10,949,000 (2010 £11,083,000) are shown within current liabilities. All the risks and rewards of the trade debtors lie with the Group.

All amounts are short term. The carrying values are considered to be a reasonable approximation of fair value.

Gross trade receivables can be analysed as follows

	2011 £000's	2010 £000's
Fully performing	13,440	13,483
Past due	18	289
Impaired	–	–
Trade receivables	13,458	13,772

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

16 TRADE AND OTHER RECEIVABLES CONTINUED

Ageing of past due, not impaired, receivables

	2011 £000's	2010 £000's
1 – 90 days	12	285
> 90 days	6	4
	18	289

Amounts relate to debtors for whom there is no recent history of default and there has been no significant change in credit quality

The carrying amount of the Group's net trade receivables are denominated in the following currencies

	2011 £000's	2010 £000's
Pounds Sterling	7,083	7,474
US Dollars	5,933	6,242
Euros	442	56
	13,458	13,772

17 DERIVATIVE FINANCIAL INSTRUMENTS

Numerical financial instruments disclosures are set out below. Additional disclosures are set out in the accounting policies in notes 1 and 22 and note 23 relating to risk management

	2011		2010	
	Assets £000's	Liabilities £000's	Assets £000's	Liabilities £000's
Forward foreign exchange contracts-cash flow hedges	–	–	232	–
Other forward foreign exchange contracts and options	355	(1,598)	–	(301)
	355	(1,598)	232	(301)

The net fair value gain on open forward foreign exchange contracts that hedge foreign currency exchange risk of anticipated future purchases, are transferred to the income statement when the related purchases are realised as cost of sales

FAIR VALUE HIERARCHY

During the year, the Group has implemented the amendments to IFRS 7 for financial instruments. This requires a breakdown of fair value by valuation technique

The Group uses the following valuation hierarchy for determining and disclosing the fair value of financial instruments

- Level 1: quoted (unadjusted) prices in active markets for identical assets or liabilities,
- Level 2: other techniques for which all inputs which have significant effect on the recorded fair value are observable, either directly or indirectly, and
- Level 3: techniques which use inputs which have a significant effect on the recorded fair value that are not based on observable market data. Unlisted equity investments are included in level 3. The fair value of the embedded derivative is determined using the present value of the estimated future cash flow based on financial forecasts

All derivative financial instruments are level 2 in the fair value hierarchy, the fair value of which has been determined using reports from the banks from whom the derivatives have been acquired

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

18 INCOME TAX (PAYABLE)/RECOVERABLE

	2011		2010	
	Assets £000's	Liabilities £000's	Assets £000's	Liabilities £000's
UK income tax	-	(894)	-	-
Overseas income tax	-	(1,388)	-	(481)
	-	(2,282)	-	(481)

19 CASH & CASH EQUIVALENTS

	2011 £000's	2010 £000's
Cash and cash equivalents	10,859	16,405

Cash and cash equivalents are denominated in the following currencies

Currency	At 31 August 2011	At 31 August 2010
	Floating rate financial assets £000's	Floating rate financial assets £000's
Sterling	4,791	11,004
US\$	5,317	4,050
Euro	309	48
HK\$	424	1,276
Chinese renminbi	18	27
Total	10,859	16,405

At 31 August 2011, the balances attracted interest at rates of between 0.1% and 0.5%

20 SHORT TERM BORROWINGS

	2011 £000's	2010 £000's
Finance Advances	10,949	11,083
Import Loans	4,778	5,774
Total	15,727	16,857

Analysis of short term borrowings by currency

	2011 £000's	2010 £000's
Sterling	8,120	8,774
US\$	7,339	8,044
Euro	268	39
Total	15,727	16,857

Finance advances are advances against trade debtors. Import loans are short term trade finance instruments.

The Group has a bank overdraft facility of £1 million and a trade finance facility of £13.5 million, which expire within one year and are repayable on demand. A UK subsidiary has an ongoing recourse invoice discounting facility of £20 million.

The interest charged on the above facilities is 2.5% per annum over base rate. The facilities are secured by various fixed and floating charges over the assets and undertakings of the Company and certain subsidiaries.

Certain Far East subsidiaries have bank overdraft and trade finance facilities equivalent to approximately £8.2 million. The interest charged is between 0.25% per annum and 3.55% per annum over Prime or HIBOR. A subsidiary has a pledged cash deposit with a bank amounting to approximately £0.8 million, which has been included in cash and cash equivalents.

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

21 TRADE AND OTHER PAYABLES

	2011 £000's	2010 £000's
Trade creditors	12,949	14,207
Other taxation and social security	364	–
Accruals and deferred income	7,216	5,696
	20,529	19,903

22 FINANCIAL INSTRUMENTS

The accounting policies for financial instruments have been applied to the line items below

Financial assets	Note	31 August 2011			31 August 2010		
		Total £000's	Loans and receivables £000's	Derivatives used for hedging £000's	Total £000's	Loans and receivables £000's	Derivatives used for hedging £000's
Current financial assets							
Trade and other receivables	16	14,194	14,194	–	14,220	14,220	–
Derivative financial instruments	17	355	355	–	232	–	232
Cash and cash equivalents	19	10,859	10,859	–	16,405	16,405	–
		25,408	25,408	–	30,857	30,625	232

Financial liabilities	Note	31 August 2011			31 August 2010		
		Total £000's	Financial Liabilities £000's	Derivatives used for hedging £000's	Total £000's	Financial Liabilities £000's	Derivatives used for hedging £000's
Current financial liabilities							
Trade and other payables	21	20,529	20,529	–	19,903	19,903	–
Derivative financial instruments	17	1,598	1,598	–	301	301	–
Short term borrowings	20	15,727	15,727	–	16,857	16,857	–
		37,854	37,854	–	37,061	37,061	–

The carrying amounts of financial assets and financial liabilities approximate to their fair values

23 FINANCIAL RISK MANAGEMENT

The Group's operations expose it to a variety of financial risks that include the effects of changes in foreign currency exchange rates, market interest rates, concentration and counter party credit risk and its liquidity position

The Group has in place a risk management programme that seeks to limit adverse effects on the financial performance of the Group by using foreign currency financial instruments

The Board of directors reviews and agrees policies for managing each of these risks which are summarised below

FOREIGN EXCHANGE RISK

The Group is exposed to foreign exchange risks against Sterling, primarily on transactions in US dollars. It enters into forward contracts and other derivative financial instruments to hedge the cash flows of its product sourcing operation (i.e. it buys US dollars forward in exchange for Sterling) and usually looks forward 12 months on a rolling basis at forecast purchase volumes. The Group has implemented procedures and documentation to enable certain forward derivative contracts to qualify for hedge accounting.

FOREIGN CURRENCY SENSITIVITY

The Group is primarily exposed to US Dollars, Hong Kong Dollars and the Euro

The sensitivity analysis below is based on a change in an assumption while holding all other assumptions constant. In practice this is unlikely to occur and changes in some of the assumptions may be correlated, for example a change in interest rate and a change in foreign currency interest rates.

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

23 FINANCIAL RISK MANAGEMENT CONTINUED

The following table details how the Group's income and equity would (decrease)/increase on a before tax basis, given a 10% depreciation in the respective currencies against Sterling and in accordance with IFRS 7 all other variables remaining constant. A 10% depreciation in the value of Sterling against the respective currencies would have the opposite effect.

The 10% change represents a reasonably possible change in the specified foreign exchange rates in relation to the Group's functional currencies.

Note	2011			2010		
	Total Equity £000's	Profit or (Loss) £000's	Other movements in equity £000's	Total Equity £000's	Profit or (Loss) £000's	Other movements in equity £000's
Euro	7	7	-	(6)	(6)	-
US\$	(736)	(736)	-	(1,204)	(616)	(588)
HK\$	193	193	-	363	363	-
	(536)	(536)	-	(847)	(259)	(588)

INTEREST RATE RISK

The Group has a seasonal cash flow and uses short term borrowings, namely bank overdrafts, finance advances and import loans.

The Group places excess funds on short term bank deposit that attracts interest within 0.5% of the ruling market rate.

The Group believes that an interest rate sensitivity analysis is not representative of the underlying risks due to the seasonality of cash flows and the short term nature of borrowings and deposits.

Interest rate sensitivities have not been presented here as the amounts would not be material to the consolidated financial statements.

CREDIT RISK

The Group's credit risk is attributable to trade and other receivables, cash and short term bank deposits.

Exposure to credit risk is limited to the carrying amounts recognised at the balance sheet date, summarised as below.

Class of financial assets	2011 £000's	2010 £000's
Trade receivables	13,458	13,772
Other receivables	736	448
Cash	10,859	16,405
	25,053	30,625

The Group manages credit risk of debtors through a credit control process and retention of title clauses. Credit limits are agreed and closely monitored. Credit insurance is held on the majority of trade debtors. In addition the Group employs trade finance instruments, such as letters of credit and bills of exchange to minimise credit risk further.

The Group places its cash with banks with high quality credit standing.

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

23 FINANCIAL RISK MANAGEMENT CONTINUED

CONCENTRATION RISK

The Group is subject to significant concentration of credit risk within its business. Five major counterparties within trade receivables amounted to £9,359,000 (2010 £10,663,000). Individual balances are closely monitored and managed in accordance with the Group's credit risk policies detailed above.

LIQUIDITY RISK

The Group manages liquidity risk by maintaining adequate reserves, banking and borrowing facilities and by continuously monitoring forecast and actual cash flows. The Group has committed debt facilities to cover its liquidity requirements for at least the next 12 months.

The Group's liabilities have the following contractual maturities:

	2011		2010	
	Current £'000's	Non-current within five years £'000's	Current £'000's	Non-current within five years £'000's
Finance advances	10,949	-	11,083	-
Import loans	4,778	-	5,774	-
Trade payables	20,529	-	19,903	-
Current tax liabilities	2,282	-	481	-
Derivative financial instruments	1,598	-	301	-
Deferred tax liabilities	486	-	-	114
	40,622	-	37,542	114

24 CAPITAL RISK MANAGEMENT

The Group manages its capital to safeguard the Group's ability to continue as a going concern and to maximise returns for shareholders, reducing the cost of capital by optimising the capital structure.

In order to maintain or adjust the capital structure, the Group may adjust the amount of dividends paid to shareholders, return capital to shareholders or issue new shares. The Group holds shares in treasury, which it can release.

The Group considers its capital to comprise the equity attributable to equity holders of the parent.

25 COMMITMENTS

a The total of future aggregate minimum payments in respect of non-cancellable operating leases falling due are as follows:

	2011 £'000's	2010 £'000's
Not later than one year	153	301
Later than one year but not more than five years	69	606
	222	907

b The Group has entered into contracts for minimum royalties in the amounts set out below which are contracted to be paid to licensors irrespective of sales. These royalties are not provided for in the financial statements as the directors believe that the required level of future sales will be achieved.

	2011 £'000's	2010 £'000's
Within one year	1,295	751
Between one and two years	442	20
Between two and five years	1,000	-
	2,737	771

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

25 COMMITMENTS CONTINUED

THE GROUP AS LESSOR

The Group has future aggregate minimum lease receipts under non-cancellable operating leases in respect of rented premises which fall due as follows

	2011 £,000's	2010 £,000's
Within one year	144	–
Between one and two years	480	–
Between two and five years	200	–
	824	–

26 RELATED PARTY TRANSACTIONS

The Group has taken advantage of the exemption available under IAS 24 related party disclosures not to disclose transactions and balances between Group entities that have been eliminated on consolidation. There were no contracts with the Company or any of its subsidiaries existing at the end of the financial year in which a director of the Company was materially interested.

27 CONTINGENT LIABILITIES

The contingent liability for bills of exchange discounted in the normal course of business at 31 August 2011 amounted to £581,000 (2010 £1,202,000)

28 CALLED UP SHARE CAPITAL (EQUITY)

	2011 £,000's	2010 £,000's
Authorised		
110,000,000 (2010 110,000,000) ordinary shares of 5 pence each	5,500	5,500
Allotted, called up and fully paid		
27,788,037* (2010 30,412,687) ordinary shares of 5 pence each	1,390	1,521

* Including 4,019,456 ordinary shares of 5 pence each in the capital of the Company ("Ordinary Shares") held in treasury (2010 4,019,456)

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

28 CALLED UP SHARE CAPITAL (EQUITY) CONTINUED

Share capital movements in the year

403,850 (2010 534,750) Ordinary Shares, total nominal value £20,193 (2010 £26,738), were issued during the year to employees exercising their share options as follows

Date	Number of Ordinary Shares at exercise price				
	24.25p	54.00p	63.00p	63.25p	66.00p
13 September 2010	–	–	25,000	–	–
15 September 2010	–	–	23,000	–	–
4 October 2010	–	–	–	–	10,000
29 October 2010	–	10,000	–	–	–
6 December 2010	–	–	20,000	–	–
7 December 2010	–	–	500	–	–
21 December 2010	–	–	20,000	–	–
5 January 2011	–	–	–	–	90,000
20 January 2011	–	–	13,500	–	–
25 January 2011	–	–	12,500	–	–
11 February 2011	–	–	90,000	–	–
14 February 2011	–	–	29,850	–	–
17 February 2011	–	–	–	15,000	–
22 February 2011	–	–	7,000	–	–
26 April 2011	500	1,500	–	–	–
9 May 2011	–	–	18,500	–	–
20 May 2011	–	–	4,000	–	–
9 June 2011	–	–	8,500	–	–
15 June 2011	4,500	–	–	–	–

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

28 CALLED UP SHARE CAPITAL (EQUITY) CONTINUED

Share capital movements in the year (continued)

During the year, the Company repurchased for cancellation 3,028,500 (2010 8,619,000) Ordinary Shares as follows

Date	Number of shares	Price	% of the issued share capital immediately prior to cancellation (excluding shares held in Treasury)
13 September 2010	1,000,000	150 00p	3.79%
14 September 2010	166,000	150 00p	0.65%
14 September 2010	50,000	150 00p	0.20%
15 September 2010	50,000	150 00p	0.20%
15 September 2010	133,000	150 00p	0.53%
21 September 2010	125,000	150 00p	0.50%
22 September 2010	85,000	150 00p	0.34%
24 September 2010	10,000	150 00p	0.04%
29 September 2010	75,000	150 00p	0.30%
30 September 2010	14,000	150 00p	0.06%
30 September 2010	100,000	150 00p	0.41%
1 October 2010	85,000	150 00p	0.35%
3 February 2011	105,000	180 00p	0.42%
14 February 2011	8,250	210 00p	0.03%
16 February 2011	500,000	210 00p	2.02%
18 February 2011	250,000	210 00p	1.03%
22 February 2011	132,000	210 00p	0.55%
28 February 2011	4,750	208 00p	0.02%
21 June 2011	5,500	147 00p	0.02%
26 July 2011	100,000	145 00p	0.42%
5 August 2011	30,000	139 00p	0.13%

At 31 August 2011 and 31 August 2010, a total of 4,019,456 Ordinary Shares were held in treasury

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

28 CALLED UP SHARE CAPITAL (EQUITY) CONTINUED

Share options

The Company adopted the rules of an Inland Revenue approved executive share option scheme (the "1995 Scheme") on 3 May 1995. The 1995 Scheme terminated on 3 May 2005 but such termination has not affected the status of options granted under it prior to that date.

The Company adopted the rules of a qualifying Enterprise Management Incentive share option scheme (the "EMI Scheme") with the sanction of shareholders given at an extraordinary general meeting of the Company on 22 January

2003. On 5 February 2003, options over a total of 1,131,250 new ordinary shares of 5 pence were granted to Group employees under the 1995 Scheme at an exercise price of 54 pence per share. On 6 May 2009, options over a total of 280,002 new ordinary shares of 5 pence each were granted under the EMI Scheme to certain executive directors at an exercise price of 35.5 pence.

The Company adopted the rules of a Share Option Plan (the "2006 Scheme") on 22 February 2006, following approval by HM Revenue and Customs. On 11 May 2006, options over a total of 960,000 new ordinary shares of 5 pence each were granted under the 2006 Scheme to executive directors at an exercise price of 63 pence per share. On 15 May 2006, options over a total of 1,093,250 new ordinary shares of 5 pence each were granted under the 2006 Scheme to Group employees at an exercise price of 63 pence per share. On 18 August 2006, options over a total of 100,000 new ordinary shares of 5 pence each were granted under the 2006 Scheme to a Group employee at an exercise price of 66 pence per share.

On 11 July 2006, unapproved non-scheme options over a total of 165,000 new ordinary shares of 5 pence each were granted to Group employees at an exercise price of 63.25 pence per share.

On 6 May 2009, options over a total of 919,998 new ordinary shares of 5 pence each were granted under the 2006 scheme to executive directors at an exercise price of 35.5 pence per share. Also 6 May 2009, options over a total of 1,069,029 new ordinary shares of 5 pence were granted under the 2006 scheme to Group employees at an exercise price of 35.5 pence.

On 23 July 2010, a subsidiary entered into an exclusive distribution agreement with Cepia LLC, a major supplier to the Group. In consideration for the exclusive distribution rights of Cepia LLC's products in the United Kingdom and Ireland, an affiliate of Cepia LLC was granted an option to subscribe for 1,000,000 ordinary shares of 5 pence at an exercise price of 122.50 pence per share, subject (inter alia) to the distribution agreement having continued in existence throughout the three year vesting period and subsisting at the date of exercise.

On 2 February 2011, an unapproved non-scheme option over a total of 750,000 existing ordinary shares of 5 pence held by the company in treasury was granted to an executive director at an exercise price of 187 pence per share (together with the options granted on 11 July 2006 referred to as "Non Scheme Options").

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

28 CALLED UP SHARE CAPITAL (EQUITY) CONTINUED

At 31 August 2011, rights to options over 5,629,203 Ordinary Shares of the Company were outstanding as follows

	At 1 September 2010	Granted	Exercised/ lapsed	At 31 August 2011	Exercise Price	Exercise Period
1995 Scheme	7,000	–	(5,000)	2,000	24 25p	15 February 2005 to 14 February 2012
EMI Scheme	386,500	–	(11,500)	375,000	54 0p	5 February 2006 to 4 February 2013
	93,334	–	–	93,334	35 50p	6 May 2012 to 5 May 2019
	93,334	–	–	93,334	35 50p	6 May 2013 to 5 May 2019
	93,334	–	–	93,334	35 50p	6 May 2014 to 5 May 2019
2006 Scheme	960,000	–	–	960,000	63 0p	11 May 2009 to 10 May 2016
	517,750	–	(272,350)	245,400	63 0p	15 May 2009 to 14 May 2016
	100,000	–	(100,000)	–	66 0p	18 August 2009 to 17 August 2016
	652,303	–	(10,036)	642,267	35 50p	6 May 2012 to 5 May 2019
	652,303	–	(10,036)	642,267	35 50p	6 May 2013 to 5 May 2019
	652,303	–	(10,036)	642,267	35 50p	6 May 2014 to 5 May 2019
Non-Scheme Options	105,000	–	(15,000)	90,000	63 25p	21 December 2007 to 19 December 2014
	1,000,000	–	–	1,000,000	122 50p	23 July 2013 to 22 July 2015
	–	750,000	–	750,000	187 0p	02 February 2014 to 01 February 2021
	5,313,161	750,000	(433,958)	5,629,203		

No amount is payable by any grantee of an option at the time of grant under any of the Company's share option schemes particularised above.

Movements in the weighted average values are as follows

	2011		2010	
	Number	Weighted average exercise price	Number	Weighted average exercise price
Outstanding at 1 September	5,313,161	61 98p	4,887,579	49 35p
Granted	750,000	187 0p	1,000,000	122 50p
Exercised	(403,850)	63 02p	(534,750)	60 95p
Lapsed	(30,108)	35 50p	(39,668)	45 21p
Outstanding at 31 August	5,629,203	78 70p	5,313,161	61 98p
Weighted average remaining contractual life in years		6 1		6 5

Options over 403,850 Ordinary Shares were exercised in the year (2010 534,750). The weighted average share price (at the date of exercise) of options exercised during the year was 182 00p (2010 130 00p).

At 31 August 2011 options over 1,672,400 Ordinary Shares were exercisable (2010 2,076,250).

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

29 SHARE-BASED PAYMENT

	12 months ended 31 August 2011 £,000's	12 months ended 31 August 2010 £,000's
Charge for share based payment	459	158

The fair value of equity settled awards has been estimated at the date of grant using a binomial valuation model for which the inputs are summarized below

Non-Scheme & EMI Scheme Options

Option Scheme Grant Date	Non-Scheme 11 July 2006	Non-Scheme 23 July 2010	Non-Scheme 2 February 2011	EMI Scheme 6 May 2009
Options outstanding 1 September 2010	105,000	1,000,000	–	280,002
Granted			750,000	
Exercised	(15,000)	–	–	–
Options outstanding 31 August 2011	90,000	1,000,000	750,000	280,002
Contract term year(s)	8.5	5	10	10
Expected life of option	6	5	5	7
Exercise & share price at grant	63.25p	122.50p	187.0p	35.50p
Expected volatility	55% – 65%	60% – 65%	60% – 65%	65% – 75%
Annual risk free rate	4.69%	2.33%	2.74%	3.17%
Annual expected dividend	2% – 3%	3% – 3.7%	3% – 3.7%	0% – 1.60%
Fair value per share under option	32p	58p	90p	25p

2006 Scheme

Grant Date	11 May 2006	15 May 2006	11 July 2006	6 May 2009
Options outstanding 1 September 2010	960,000	517,750	100,000	1,956,909
Exercised	–	(272,350)	(100,000)	–
Lapsed/cancelled	–	–	–	(30,108)
Options outstanding 31 August 2011	960,000	245,400	–	1,926,801
Contract term year(s)	10	10	10	10
Expected life of option	6	6	6	7
Exercise & share price at grant	63.0p	63.0p	66.0p	35.50p
Expected volatility	55% – 65%	55% – 65%	55% – 65%	65% – 75%
Annual risk free rate	4.425%	4.425%	4.74%	3.17%
Annual expected dividend	2% – 3%	2% – 3%	2% – 3%	0% – 1.60%
Fair value per share under option	32p	32p	32p	25p

Expected volatility was determined by calculating the historical volatility of the Group's share price over the previous 3 years. The expected life used in the model has been adjusted, based upon management's best estimate, for the effects of non-transferability, exercise restrictions and behavioural considerations. Option valuations are based upon the assumption that the dividend remains at this level in the future.

The share options, when exercised, shall have the same dividend and voting rights as the ordinary issued share capital.

NOTES TO THE FINANCIAL STATEMENTS CONTINUED

30 THE CHARACTER GROUP plc EMPLOYEE SHARE OWNERSHIP TRUST

The Company's Employee Share Ownership Trust ("the Trust") is governed by a Trust Deed dated 19 June 1998. The Trustees may grant options over such shares in the Company acquired by them or otherwise provide benefits to the beneficiaries, as defined in the Trust Deed. The Trust is required to meet its own costs out of the trust fund but if such fund is insufficient such costs will be borne by the Company. At 31 August 2011, the Trust held 285,000 Ordinary Shares (2010: 285,000), which had a market value of £475,425 (2010: £364,800), upon which it has waived its right to dividend income. The cost of these shares was £908,000. At 31 August 2011, no options had been granted by the Trust.

31 EVENTS OCCURRING AFTER THE BALANCE SHEET DATE

Under the authority granted at the Annual General Meeting held on 19 January 2011, the Company repurchased for cancellation 925,420 Ordinary Shares, for an aggregate cost of £1,609,000 including charges during September 2011. 92,420 Ordinary Shares were issued to employees exercising share options, at an average exercise price of 62.6 pence per Ordinary Share during September 2011.

DIRECTORS' STATEMENT OF RESPONSIBILITIES IN RELATION TO THE PARENT COMPANY FINANCIAL STATEMENTS

Statement of directors' responsibilities

The directors are responsible for preparing the annual report and the financial statements in accordance with applicable law and regulations

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of the profit or loss of the Company for that period. In preparing these financial statements the directors are required to

- select suitable accounting policies and apply them consistently,
- make judgments and accounting estimates that are reasonable and prudent,
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements, and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and to enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the Company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The directors confirm that they have complied with the above requirements in preparing the financial statements.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHARACTER GROUP plc

We have audited the parent company financial statements of The Character Group plc for the year ended 31 August 2011 which comprise the Company Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice)

This report is made solely to the Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any one other than the Company and the Company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the Statement of Directors' responsibilities in respect of the parent company financial statements set out on page 53, the directors are responsible for the preparation of the parent company financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the parent company financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the parent company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the directors, and the overall presentation of the financial statements.

In addition, we read all the financial and non-financial information in the annual report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion of financial statements

In our opinion the parent company financial statements

- give a true and fair view of the state of the Company's affairs as at 31 August 2011,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and
- have been prepared in accordance with the requirements of the Companies Act 2006

Opinion on other matters prescribed by the Companies Act 2006

In our opinion the information given in the Directors' Report for the financial year for which the parent company financial statements are prepared is consistent with the parent company financial statements.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE CHARACTER GROUP plc CONTINUED

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept by the parent company, or returns adequate for our audit have not been received from branches not visited by us or
- the parent company financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of directors' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit

Other matter

We have reported separately on pages 18 and 19 on the consolidated financial statements of The Character Group plc for the year ended 31 August 2011

Lisa Barling, ACA (Senior Statutory Auditor)
For and on behalf of MHA MacIntyre Hudson
Statutory Auditors and Chartered Accountants
New Bridge Street House
30-34 New Bridge Street
London
EC4V 6BJ

14 December 2011

COMPANY BALANCE SHEET

as at 31 August 2011

	Note	2011 £000's	2010 £000's
Fixed assets			
Intangible assets	2	634	673
Investments	3	2,305	1,903
		2,939	2,576
Current assets			
Debtors	4	9,372	11,006
Cash at bank and in hand		3,622	3,501
		12,994	14,507
Creditors amounts falling due within one year	5	(927)	(319)
Net current assets		12,067	14,188
Total assets less current liabilities		15,006	16,764
Net Assets		15,006	16,764
Capital and reserves			
Called up share capital	7,8	1,390	1,521
Shares held in treasury	8	(3,373)	(3,373)
Investment in own shares	9	(908)	(908)
Capital redemption reserve	8	1,380	1,229
Share premium account	8	13,163	12,928
Share based payment reserve	8	1,350	891
Profit and loss account	8	2,004	4,476
Shareholders' funds		15,006	16,764

The financial statements on pages 56 to 65 were approved by the Board of directors on 2 December 2011



R King
Director



K P Shah
Director

Registered number 3033333

NOTES TO THE COMPANY FINANCIAL STATEMENTS

1 PRINCIPAL ACCOUNTING POLICIES

Basis of preparation

The separate financial statements of the Company are presented as required by the Companies Act 2006. As permitted by that Act, the separate financial statements have been prepared in accordance with UK GAAP.

The financial statements have been prepared under the historical cost convention and in accordance with all applicable United Kingdom accounting standards.

No profit and loss account is presented by the Company, as permitted by Section 408 Companies Act 2006. The profit for the year was £3,872,000 (2010 £10,696,000).

As permitted by Financial Reporting Standard (FRS) 1 (Revised), "Cash flow statement", the Company has not included a Cash flow statement as the Company's results have been included within the Group's consolidated financial statements.

As permitted by FRS 8 Related Party Disclosures, disclosures of related party transactions with other companies controlled by The Character Group plc are not provided and there were no reportable transactions with related parties.

The Company has taken advantage of the exemption in FRS 29 Financial Instruments Disclosures and has not disclosed information required by that Standard as the Group's consolidated financial statements provide equivalent disclosures for the Group under FRS 7.

Investments

Shares in subsidiary undertakings are stated at cost less provision for impairment. Provision is made against investments where diminution in value is considered to be permanent.

TANGIBLE FIXED ASSETS

Tangible fixed assets are stated at historical cost net of accumulated depreciation and any impairment in value. Depreciation is provided on a straight line basis on all such assets, except freehold land, at rates calculated to write off the cost of each asset over its expected useful life. The following principal rates per annum are used:

Freehold buildings	4%
Fixtures, fittings and equipment	20-33%

FRS 20 Share-based payment

The Company issues equity settled awards to certain employees. The fair value of equity settled awards granted after 7 November 2002, and that will vest on or after 1 September 2006, are measured using a binomial valuation model, taking into account the terms and conditions under which the option was granted. Options vest subject to the employee remaining in service during the vesting period and the relevant non-market related performance condition(s) being met. The fair value determined on this basis is expensed on a straight line basis over the vesting period, based upon the Company's estimate of the number of shares that will vest. The estimate of vesting is reviewed annually with any impact on the cumulative charge being recognised immediately. The charge in respect of share based payments is matched by an equal and opposite adjustment to equity.

The Company adopted UITF 44 in 2008. When the parent entity grants options over equity instruments directly to the employees of a subsidiary undertaking, then in the parent company financial statements, the effect of the share based payment, as calculated in accordance with FRS 20, is capitalised as part of the investment in the subsidiary as a capital contribution, with a corresponding increase in equity.

Leases

Rentals paid under operating leases are charged to income as incurred.

Deferred taxation

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events that result in an obligation to pay more tax in the future or a right to pay less tax in the future have occurred at the balance sheet date. Timing differences are differences between the Company's taxable profits and its results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements.

NOTES TO THE COMPANY FINANCIAL STATEMENTS CONTINUED

Deferred tax assets in excess of liabilities are recognised to the extent that, in the directors' opinion, it is more likely than not that suitable taxable profits will arise from which the underlying timing differences can be deducted

Deferred tax is measured at the average tax rates that are expected to apply in the periods in which timing differences are expected to reverse, based on tax rates and laws that have been enacted or substantially enacted by the balance sheet date
Deferred tax is measured on a non-discounted basis

Taxation

Current tax is provided at amounts expected to be paid (or recovered) using the tax rates and laws that have been enacted or substantially enacted at the balance sheet date

Pension contributions

The Company operates defined contribution pension schemes. Contributions are allocated to the profit and loss account when due.

The Company had 6 employees in 2011 and 2010. Details of the remuneration of the directors are included within the directors' remuneration report on pages 14 to 16.

2 TANGIBLE FIXED ASSETS

Cost	Freehold land and buildings £'000's	Fixtures, fittings and equipment £'000's	Total £'000's
1 September 2010	1,182	140	1,322
Additions	–	2	2
31 August 2011	1,182	142	1,324
Depreciation			
1 September 2010	511	138	649
Charge for the year	39	2	41
31 August 2011	550	140	690
Net book value			
31 August 2011	632	2	634
31 August 2010	671	2	673

NOTES TO THE COMPANY FINANCIAL STATEMENTS CONTINUED

3 FIXED ASSET INVESTMENTS

The Company

Cost	Shares in subsidiary undertakings £000's	Capital contribution £000's	Total £000's
1 September 2010	3,195	604	3,799
Share based payment	–	402	402
At 31 August 2011	3,195	1,006	4,201
Amortisation and provisions			
1 September 2010	1,896	–	1,896
Charge for the year	–	–	–
At 31 August 2011	1,896	–	1,896
Net book value			
31 August 2011	1,299	1,006	2,305
31 August 2010	1,299	604	1,903

A non-trading subsidiary was disposed in August 2011. The assets of the subsidiary comprised solely land and buildings that were acquired by the subsidiary in March 2011. The profit on disposal of the subsidiary recognised in the consolidated financial statements is £3,000.

At 31 August 2011, the Company held more than 10% of the equity of the following principal undertakings

Subsidiaries	Country of incorporation and operation	Class of share capital held	Proportion held by the parent undertaking	Nature of business
Character Options Limited	United Kingdom	Ordinary	100%	Design and distribution of toys and games
Loy Options (Far East) Limited	Hong Kong	Ordinary	100%	Design and distribution of toys and games
Charter Limited	Hong Kong	Ordinary	100%	Design and distribution of toys and games
Character Games Limited	United Kingdom	Ordinary	100%	Design and distribution of toys and games
Character Gifts Limited	United Kingdom	Ordinary	100%	Gift importer and distributor
Q-Stat Limited	United Kingdom	Ordinary	100%	Property investment

4 DEBTORS

	2011 £000's	2010 £000's
Due from subsidiary undertakings	9,128	10,766
Other debtors	33	38
Prepayments and accrued income	205	200
Other taxation and social security	6	2
	9,372	11,006

5 CREDITORS AMOUNTS FALLING DUE WITHIN ONE YEAR

	2011 £000's	2010 £000's
Due to subsidiary undertakings	27	48
Other taxation and social security	1	4
Accruals and deferred income	899	267
	927	319

NOTES TO THE COMPANY FINANCIAL STATEMENTS CONTINUED

6 CONTINGENT LIABILITIES

The Company has guaranteed the obligations of certain subsidiary companies to their finance companies, certain banks and others in the normal course of business. A bank has a fixed and floating charge over the assets of the Company and some subsidiaries. The Company is a member of a Group registration for Value Added Tax purposes. The amount payable under the Group registration scheme at the 31 August 2011 is £361,000 (2010 nil).

7 CALLED UP SHARE CAPITAL (EQUITY)

	2011 £'000's	2010 £'000's
Authorised		
110,000,000 (2010 110,000,000) ordinary shares of 5 pence each	5,500	5,500
Allotted, called up and fully paid		
27,788,037* (2010 30,412,687) ordinary shares of 5 pence each	1,390	1,521

* Including 4,019,456 Ordinary Shares held in treasury (2010 4,019,456)

Share capital movements in the year

403,850 (2010 534,750) Ordinary Shares, total nominal value £20,193 (2010 £26,738), were issued during the year to employees exercising their share options as follows:

Date	Number of Ordinary Shares at exercise price				
	24.25p	54.00p	63.00p	63.25p	66.00p
13 September 2010	-	-	25,000	-	-
15 September 2010	-	-	23,000	-	-
4 October 2010	-	-	-	-	10,000
29 October 2010	-	10,000	-	-	-
6 December 2010	-	-	20,000	-	-
7 December 2010	-	-	500	-	-
21 December 2010	-	-	20,000	-	-
5 January 2011	-	-	-	-	90,000
20 January 2011	-	-	13,500	-	-
25 January 2011	-	-	12,500	-	-
11 February 2011	-	-	90,000	-	-
14 February 2011	-	-	29,850	-	-
17 February 2011	-	-	-	15,000	-
22 February 2011	-	-	7,000	-	-
26 April 2011	500	1,500	-	-	-
9 May 2011	-	-	18,500	-	-
20 May 2011	-	-	4,000	-	-
9 June 2011	-	-	8,500	-	-
15 June 2011	4,500	-	-	-	-

NOTES TO THE COMPANY FINANCIAL STATEMENTS CONTINUED

7 CALLED UP SHARE CAPITAL (EQUITY) CONTINUED

Share capital movements in the year (continued)

During the year, the Company repurchased for cancellation 3,028,500 (2010 8,619,000) Ordinary Shares as follows

Date	Number of shares	Price	% of the issued share capital immediately prior to cancellation (excluding shares held in Treasury)
13 September 2010	1,000,000	150 00p	3.79%
14 September 2010	166,000	150 00p	0.65%
14 September 2010	50,000	150 00p	0.20%
15 September 2010	50,000	150 00p	0.20%
15 September 2010	133,000	150 00p	0.53%
21 September 2010	125,000	150 00p	0.50%
22 September 2010	85,000	150 00p	0.34%
24 September 2010	10,000	150 00p	0.04%
29 September 2010	75,000	150 00p	0.30%
30 September 2010	14,000	150 00p	0.06%
30 September 2010	100,000	150 00p	0.41%
1 October 2010	85,000	150 00p	0.35%
3 February 2011	105,000	180 00p	0.42%
14 February 2011	8,250	210 00p	0.03%
16 February 2011	500,000	210 00p	2.02%
18 February 2011	250,000	210 00p	1.03%
22 February 2011	132,000	210 00p	0.55%
28 February 2011	4,750	208 00p	0.02%
21 June 2011	5,500	147 00p	0.02%
26 July 2011	100,000	145 00p	0.42%
5 August 2011	30,000	139 00p	0.13%

At 31 August 2011 and 31 August 2010, a total of 4,019,456 Ordinary Shares were held in treasury

NOTES TO THE COMPANY FINANCIAL STATEMENTS CONTINUED

7 CALLED UP SHARE CAPITAL (EQUITY) CONTINUED

Share options

The Company adopted the rules of an Inland Revenue approved executive share option scheme (the "1995 Scheme") on 3 May 1995. The 1995 Scheme terminated on 3 May 2005 but such termination has not affected the status of options granted under it prior to that date.

The Company adopted the rules of a qualifying Enterprise Management Incentive share option scheme (the "EMI Scheme") with the sanction of shareholders given at an extraordinary general meeting of the Company on 22 January 2003. On 5 February 2003, options over a total of 1,131,250 new ordinary shares of 5 pence each were granted to Group employees under the 1995 Scheme at an exercise price of 54 pence per share. On 6 May 2009, options over a total of 280,002 new ordinary shares of 5 pence each were granted under the EMI Scheme to certain executive directors at an exercise price of 35.5 pence.

The Company adopted the rules of a Share Option Plan (the "2006 Scheme") on 22 February 2006, following approval by HM Revenue and Customs. On 11 May 2006, options over a total of 960,000 new ordinary shares of 5 pence each were granted under the 2006 Scheme to executive directors at an exercise price of 63 pence per share. On 15 May 2006, options over a total of 1,093,250 new ordinary shares of 5 pence each were granted under the 2006 Scheme to Group employees at an exercise price of 63 pence per share. On 18 August 2006, options over a total of 100,000 new ordinary shares of 5 pence each were granted under the 2006 Scheme to a Group employee at an exercise price of 66 pence per share.

On 11 July 2006, unapproved non-scheme options over a total of 165,000 new ordinary shares of 5 pence each were granted to Group employees at an exercise price of 63.25 pence per share.

On 6 May 2009, options over a total of 919,998 new ordinary shares of 5 pence each were granted under the 2006 scheme to executive directors at an exercise price of 35.5 pence per share. Also 6 May 2009, options over a total of 1,069,029 new ordinary shares of 5 pence were granted under the 2006 scheme to Group employees at an exercise price of 35.5 pence.

On 23 July 2010, a subsidiary entered into an exclusive distribution agreement with Cepia LLC, a major supplier to the Group. In consideration for the exclusive distribution rights of Cepia LLC's products in the United Kingdom and Ireland, an affiliate of Cepia LLC was granted an option to subscribe for 1,000,000 ordinary shares of 5 pence at an exercise price of 122.50 pence per share, subject (inter alia) to the distribution agreement having continued in existence throughout the three year vesting period and subsisting at the date of exercise.

On 2 February 2011, an unapproved non-scheme option over a total of 750,000 existing ordinary shares of 5 pence held by the company in treasury was granted to an executive director at an exercise price of 187 pence per share (together with the options granted on 11 July 2006 referred to as "Non-Scheme Options").

NOTES TO THE COMPANY FINANCIAL STATEMENTS CONTINUED

7 CALLED UP SHARE CAPITAL (EQUITY) CONTINUED

Share options (continued)

At 31 August 2011, rights to options over 5,629,203 Ordinary Shares of the Company were outstanding as follows

	At 1 September 2010	Granted	Exercised/ lapsed	At 31 August 2011	Exercise Price	Exercise Period
1995 Scheme	7,000	-	(5,000)	2,000	24 25p	15 February 2005 to 14 February 2012
LMI Scheme	386,500	-	(11,500)	375,000	54 0p	5 February 2006 to 4 February 2013
	93,334	-	-	93,334	35 50p	6 May 2012 to 5 May 2019
	93,334	-	-	93,334	35 50p	6 May 2013 to 5 May 2019
	93,334	-	-	93,334	35 50p	6 May 2014 to 5 May 2019
2006 Scheme	960,000	-	-	960,000	63 0p	11 May 2009 to 10 May 2016
	517,750	-	(272,350)	245,400	63 0p	15 May 2009 to 14 May 2016
	100,000	-	(100,000)	-	66 0p	18 August 2009 to 17 August 2016
	652,303	-	(10,036)	642,267	35 50p	6 May 2012 to 5 May 2019
	652,303	-	(10,036)	642,267	35 50p	6 May 2013 to 5 May 2019
	652,303	-	(10,036)	642,267	35 50p	6 May 2014 to 5 May 2019
Non-Scheme Options	105,000	-	(15,000)	90,000	63 25p	21 December 2007 to 19 December 2014
	1,000,000	-	-	1,000,000	122 50p	23 July 2013 to 22 July 2015
	-	750,000	-	750,000	187 0p	02 February 2014 to 01 February 2021
	5,313,161	750,000	(433,958)	5,629,203		

No amount is payable by any grantee of an option at the time of grant under any of the Company's share option schemes particularised above

Movements in the weighted average values are as follows

	2011		2010	
	Number	Weighted average exercise price	Number	Weighted average exercise price
Outstanding at 1 September	5,313,161	61 98p	4,887,579	49 35p
Granted	750,000	187 0p	1,000,000	122 50p
Exercised	(403,850)	63 02p	(534,750)	60 95p
Lapsed	(30,108)	35 50p	(39,668)	45 21p
Outstanding at 31 August	5,629,203	78 70p	5,313,161	61 98p
Weighted average remaining contractual life in years		6.1		6.5

Options over 403,850 Ordinary Shares were exercised in the year (2010 534,750). The weighted average share price (at the date of exercise) of options exercised during the year was 182 00p (2010 130 00p)

At 31 August 2011 options over 1,672,400 Ordinary Shares were exercisable (2010 2,076,250)

NOTES TO THE COMPANY FINANCIAL STATEMENTS CONTINUED

7 CALLED UP SHARE CAPITAL (EQUITY) CONTINUED

Share options (continued)

The fair value of equity settled awards has been estimated at the date of grant using a binomial valuation model for which the inputs are summarised below:

Non-Scheme & EMI Scheme Options

Option Scheme Grant Date	Non-Scheme 11 July 2006	Non-Scheme 23 July 2010	Non-Scheme 2 February 2011	EMI Scheme 6 May 2009
Options outstanding 1 September 2010	105,000	1,000,000	–	280,002
Granted			750,000	
Exercised	(15,000)	–	–	–
Options outstanding 31 August 2011	90,000	1,000,000	750,000	280,002
Contract term year(s)	8.5	5	10	10
Expected life of option	6	5	5	7
Exercise & share price at grant	63.25p	122.50p	187.0p	35.50p
Expected volatility	55% – 65%	60% – 65%	60% – 65%	65% – 75%
Annual risk free rate	4.69%	2.33%	2.74%	3.17%
Annual expected dividend	2% – 3%	3% – 3.7%	3% – 3.7%	0% – 1.60%
Fair value per share under option	32p	58p	90p	25p

2006 Scheme

Grant Date	11 May 2006	15 May 2006	11 July 2006	6 May 2009
Options outstanding 1 September 2010	960,000	517,750	100,000	1,956,909
Exercised	–	(272,350)	(100,000)	–
Lapsed/cancelled	–	–	–	(30,108)
Options outstanding 31 August 2011	960,000	245,400	–	1,926,801
Contract term year(s)	10	10	10	10
Expected life of option	6	6	6	7
Exercise & share price at grant	63.0p	63.0p	66.0p	35.50p
Expected volatility	55% – 65%	55% – 65%	55% – 65%	65% – 75%
Annual risk free rate	4.425%	4.425%	4.74%	3.17%
Annual expected dividend	2% – 3%	2% – 3%	2% – 3%	0% – 1.60%
Fair value per share under option	32p	32p	32p	25p

Expected volatility was determined by calculating the historical volatility of the Group's share price over the previous 3 years. The expected life used in the model has been adjusted, based upon management's best estimate, for the effects of non-transferability, exercise restrictions and behavioural considerations. Option valuations are based upon the assumption that the dividend remains at this level in the future.

The share options, when exercised, shall have the same dividend and voting rights as the ordinary issued share capital.

NOTES TO THE COMPANY FINANCIAL STATEMENTS CONTINUED

8 SHARE CAPITAL AND RESERVES – SHAREHOLDERS' FUNDS

	Called up share capital £000's	Treasury Shares £000's	Capital redemption reserve £000's	Share premium account £000's	Share Based Payment £000's	Profit and loss account £000's	Total £000's
1 September 2010	1,521	(3,373)	1,229	12,928	891	4,476	17,672
Share-based payment - Company	-	-	-	-	57	-	57
Share-based payment – subsidiary undertaking	-	-	-	-	402	-	402
Profit after tax	-	-	-	-	-	3,872	3,872
Dividend paid	-	-	-	-	-	(1,197)	(1,197)
Shares issued	20	-	-	235	-	-	255
Shares cancelled	(151)	-	151	-	-	(5,147)	(5,147)
31 August 2011	1,390	(3,373)	1,380	13,163	1,350	2,004	15,914

9 THE CHARACTER GROUP plc EMPLOYEE SHARE OWNERSHIP TRUST

The Company's Employee Share Ownership Trust ("the Trust") is governed by a Trust Deed dated 19 June 1998. The Trustees may grant options over such shares in the Company acquired by them or otherwise provide benefits to the beneficiaries, as defined in the Trust Deed. The Trust is required to meet its own costs out of the trust fund but if such fund is insufficient such costs will be borne by the Company. At 31 August 2011, the Trust held 285,000 Ordinary Shares (2010: 285,000), which had a market value of £457,425 (2010: £364,800), upon which it has waived its right to dividend income. The cost of these shares was £908,000. At 31 August 2010, no options had been granted by the Trust.

10 AUDITORS REMUNERATION

	2011 £000's	2010 £000's
Audit of the financial statements	8	8

Fees paid to MHA MacIntyre Hudson for non-audit services to the Company itself are not disclosed in the individual financial statements of The Character Group plc as group financial statements are prepared which are required to disclose such fees on a consolidated basis.

11 EVENTS OCCURRING AFTER THE BALANCE SHEET DATE

Under the authority granted at the Annual General Meeting held on 19 January 2011, the Company repurchased for cancellation 925,420 Ordinary Shares, for an aggregate cost of £1,609,000 including charges during September 2011. 92,420 Ordinary Shares were issued to employees exercising share options, at an average exercise price of 62.6 pence per Ordinary Share during September 2011.

NOTICE OF ANNUAL GENERAL MEETING

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in any doubt as to what action you should take, you are recommended to seek your own financial advice from your stockbroker or other independent adviser authorised under the Financial Services and Markets Act 2000

NOTICE IS HEREBY GIVEN THAT the 2012 Annual General Meeting of The Character Group plc will be held at the offices of Duane Morris, 2nd Floor, 10 Chiswell Street, London, EC1Y 4UQ on Wednesday 18 January 2012 at 11.00 a.m. to transact the following business

ORDINARY BUSINESS

- 1 To receive and adopt the directors' report and the accounts of the company for the year ended 31 August 2011 and the report of the auditors thereon
- 2 To declare a final dividend on the ordinary shares in the capital of the company (other than ordinary shares held by the company in treasury) for the year ended 31 August 2011 of 3 pence per share
- 3 To consider an ordinary resolution of the company that Lord Birdwood, who retires in accordance with the terms of his letter of appointment, be and is hereby re-elected as a director of the company
- 4 To consider an ordinary resolution of the company that Mr D Harris, who retires in accordance with the terms of his letter of appointment, be and is hereby re-elected as a director of the company
- 5 To consider an ordinary resolution of the company that Mr M Hyde, who retires in accordance with the Articles of Association of the company, be and is hereby re-appointed as a director of the company
- 6 To consider an ordinary resolution of the company that MHA MacIntyre Hudson be and are hereby re-appointed as auditors of the company, on terms as to remuneration to be determined by the directors

SPECIAL BUSINESS

To consider and, if thought fit, to pass the following resolutions of the company

Ordinary Resolution

- 7 That, in accordance with section 551 of the Companies Act (the "Act"), the directors be and are hereby generally and unconditionally authorised to allot shares in the company or grant rights to subscribe for or to convert any security into shares in the company ("Rights") up to an aggregate nominal amount of £396,143, such authority to expire on the earlier of fifteen months following the date upon which this resolution was passed and the conclusion of the Annual General Meeting of the company next following the date upon which this resolution was passed, unless renewed, varied or revoked by the company in general meeting provided that the company may at any time before the expiry, variation or revocation of such authority make offers or agreements which will or might require shares in the company to be allotted or Rights to be granted and the directors may allot shares or grant Rights after the expiry, variation or revocation of such authority as if such authority had not expired or been varied or revoked. This authority shall replace all existing authorities conferred on the directors in respect of the allotment of shares in the company or grant Rights under section 551 of the Act to the extent that the same have not previously been utilised

Ordinary Resolution

- 8 Subject to and conditional upon the passing of resolution 6 above, that the directors be and are hereby authorised for the purposes of Article 191 of the Articles of Association of the company, to offer to members of the company, in accordance with the provisions of the said Article, the right to elect to receive ordinary shares, credited as fully paid, in whole or in part instead of cash in respect of all or any dividends declared or paid by the company or the directors pursuant to the Articles of Association of the company at any time after the date of the passing of this resolution and the conclusion of the Annual General Meeting of the company next following the date upon which this resolution was passed and that the directors be and are hereby authorised to make any such offer on such terms and conditions to such members of the company, subject always to the provisions of the Articles of Association of the company, as they shall in their absolute discretion determine

NOTICE OF ANNUAL GENERAL MEETING CONTINUED

Ordinary Resolution

- 9 That the company be and is hereby generally and unconditionally authorised for the purposes of section 701 of the Act to make market purchases (as defined in section 693(4) of the Act) of ordinary shares of 5p each in the capital of the company provided that
- (A) the maximum number of ordinary shares 5p each in the capital of the company hereby authorised to be acquired is 5,942,000,
 - (B) the minimum price (exclusive of all expenses) which may be paid for such shares is 5p per share,
 - (C) the maximum price which may be paid for such shares is, in respect of a share contracted to be purchased on any day, an amount equal to 150 per cent of the average of the middle-market prices shown in the quotations for ordinary shares of the company in the Daily Official List of the London Stock Exchange on the five business days immediately preceding the day on which the share is contracted to be purchased,
 - (D) the authority hereby conferred shall expire at the earlier of the conclusion of the next Annual General Meeting following the date upon which this resolution was passed or 15 months following the date upon which this resolution was passed, and
 - (E) the company may contract to purchase its own shares under the authority hereby conferred prior to the expiry of such authority, which will or may be executed wholly or partly after the expiry of such authority, and may make a purchase of its own shares in pursuant of any such contract

Special Resolution

- 10 That
- (A) in accordance with section 570 of the Companies Act 2006 (the "Act"), the directors be and are hereby given the general power to allot equity securities (as defined in Section 560 of the Act) pursuant to the authority conferred on them for the purposes of Section 551 of the Act by an ordinary resolution of the company of even date herewith and/or to sell equity securities held as treasury shares (within the meaning of section 724 of the Act) for cash in each case as if Section 561(1) of the Act did not apply to any such allotment or sale, provided that this power shall be limited
 - (i) to the allotment and/or sale of equity securities in connection with any offer by way of rights to holders of ordinary shares in the capital of the company (other than to the holder(s) of treasury shares) notwithstanding that, by reason of such exclusions or other arrangements as the directors may deem necessary or desirable to deal with legal or other problems arising in any overseas territory, in connection with fractional entitlements, record dates or otherwise howsoever, the equity securities to be allotted are not offered to all such holders in proportion to the respective number of ordinary shares held by them,
 - (ii) the allotment (otherwise than pursuant to paragraph (i) above) of equity securities up to an aggregate nominal value of £118,840,
 - (iii) the sale of (otherwise than pursuant to paragraph (i) above) of equity securities held as treasury shares up to an aggregate nominal value of £200,972.80 (equivalent to 4,019,456 ordinary shares of 5p each in the company),
 - (B) the power hereby conferred shall expire at the earlier of the conclusion of the next Annual General Meeting following the date on which this resolution was passed or fifteen months following the date upon which this resolution was passed,
 - (C) the power hereby conferred shall enable the company to make an offer or agreement that would or might require equity securities to be allotted and/or sale after such power expires and the directors may allot and/or sell equity securities in pursuance of any such offer or agreement made within the limits prescribed in paragraph (A) above as if the power hereby conferred had not expired, and
 - (D) this power shall replace all existing powers granted to the directors to allot and/or sell equity securities as if the said Section 561(1) of the Act (or Section 89(1) of the Companies Act 1985) did not apply to the extent that the same have not been previously utilised

By order of the Board,

K P Shah Secretary 15 December 2011	Registered Office 10 Chiswell Street, London EC1Y 4UQ
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NOTICE OF ANNUAL GENERAL MEETING CONTINUED

Notes

- 1 The register of directors' interests and copies of the directors' service agreements or (as appropriate) their letters of appointment and the Articles of Association of the company will be available for inspection at the registered office during normal business hours from the date of this notice until the date of the Annual General Meeting and on that day will be available for inspection at the place of the meeting from 10.00 a.m. until the conclusion of the meeting.
- 2 A member entitled to attend and vote at the Annual General Meeting convened by the Notice above is entitled to appoint a proxy or proxies to attend, speak and vote in his/her place. A member may only appoint more than one proxy if each proxy is appointed to exercise the voting rights attached to different shares. A member may not appoint more than one proxy to exercise rights attached to the same shares.
- 3 To be valid, forms of proxy must be lodged with Neville Registrars Limited, 18 Laurel Lane, Halesowen, West Midlands B63 3DA not less than 48 hours before the time appointed for holding the Annual General Meeting. A form of proxy has been despatched separately to each shareholder. If you do not have a proxy form and believe that you should have one, or if you require additional forms, please contact the company Secretary.
- 4 Completion of a form of proxy or any CREST Proxy Instruction (as described in paragraph 8 below) will not prevent a member from attending and voting at the Annual General Meeting should he or she so wish.
- 5 For the purposes of Regulation 41 of the Uncertificated Securities Regulations 2001, the members entitled to attend, speak and/or vote at the Annual General Meeting shall be those entered on the company's register of members at 6.00 p.m. on 16 January 2012. Changes to entries on the register of members after that time will be disregarded in determining the rights of any person to attend and/or vote at the meeting.
- 6 As at 14 December 2011 (being the last business day prior to the publication of this Notice) the company's issued share capital (excluding shares held in treasury) consisted of 22,935,581 ordinary shares, carrying one vote each. Therefore, the total voting rights in the company as at 14 December 2011 was 22,935,581.
- 7 CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so by using the procedures described in the CREST Manual. CREST Personal Members or other CREST sponsored members, and those CREST members who have appointed a service provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take the appropriate action on their behalf.
- 8 In order for a proxy appointment or instruction made using the CREST service to be valid, the appropriate CREST message (a "CREST Proxy Instruction") must be properly authenticated in accordance with CRESTCo's specifications, and must contain the information required for such instruction, as described in the CREST Manual. The message, regardless of whether it constitutes the appointment of a proxy or is an amendment to the instruction given to a previously appointed proxy must, in order to be valid, be transmitted so as to be received by the issuer's agent (ID 7RA11) by 11.00 a.m. on 16 January 2012. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Application Host) from which the issuer's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. After this time any change of instructions to proxies appointed through CREST should be communicated to the appointee through other means.
- 9 CREST members and, where applicable, their CREST sponsors, or voting service providers should note that Euroclear UK & Ireland Limited does not make available special procedures in CREST for any particular message. Normal system timings and limitations will, therefore, apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member, or sponsored member, or has appointed a voting service provider, to procure that his CREST sponsor or voting service provider(s) take(s) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In this connection, CREST members and, where applicable, their CREST sponsors or voting system providers are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.
- 10 The company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5)(a) of the Uncertificated Securities Regulations 2001.

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