

## **International Greetings plc (the “Company”)**

### **Director Shareholdings**

The Company announces that it was notified on 24 February 2014 by the Hedlund family (of which Anders Hedlund, the Company's deputy chairman is a member) that they have transferred 2,455,316 ordinary shares of 5 pence each in the Company (“Ordinary Shares”) from AC Artistic Ltd to Malios Ltd, both companies which are controlled by the Hedlund family. The transfer was undertaken for zero consideration. The transfer does not affect the Hedlund family's total beneficial interest in the Company which is 22,418,204 Ordinary Shares, representing 38.7 per cent of the current issued share capital of Company. These Ordinary Shares are now held as follows:

AC Artistic Ltd – 17,142,640 Ordinary Shares

Malios Ltd – 5,275,116 Ordinary Shares

Anders Hedlund's own name - 448 Ordinary Shares

In addition West Coast Trust (a trust for the benefit of Anders Hedlund's adult children) holds 900,790 Ordinary Shares and Claes Hedlund (Anders Hedlund's brother) owns 250,000 Ordinary Shares. In total the Hedlund family is interested in 23,568,994 Ordinary Shares, representing 40.7 per cent. of the current issued share capital of Company.

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