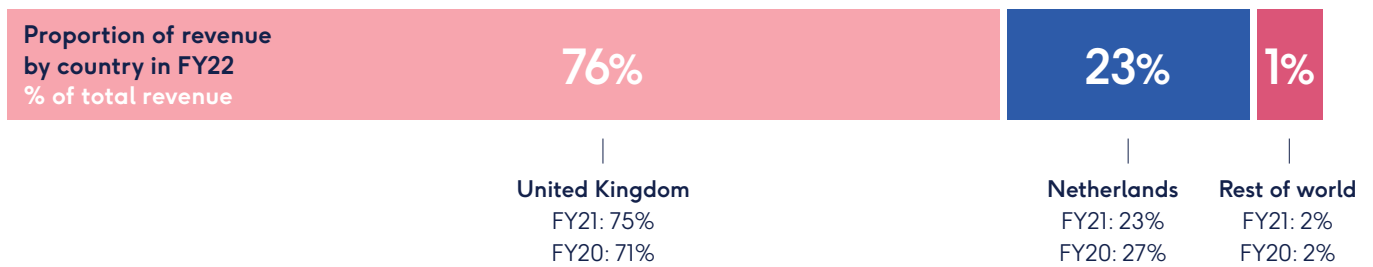


## At a glance

The leading data and technology platform for online gifting in the UK and the Netherlands.

The UK and the Netherlands are our core markets.



We have clear and growing online market leadership.



<sup>1</sup> Source: OC&C, June 2022. The Group held a 68% market share in the UK among online card specialists in 2021 and a 67% market share in the Netherlands amongst the top three online card operators in 2021. OC&C's review did not cover the Netherlands online market share of operator in 2020.

## We are becoming the ultimate gifting companion.

Gifts share of revenue<sup>3</sup>



**48%**

FY21: 46%  
FY20: 42%

Cards and gifts sold<sup>3</sup>



**57m**

FY21: 73m  
FY20: 36m

Card design range<sup>2</sup>



**43,000**

April 2021: 27,000  
April 2020: 17,000

Gifts SKUs<sup>2</sup>

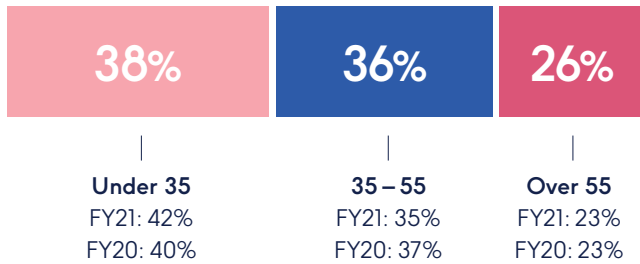


**2,400**

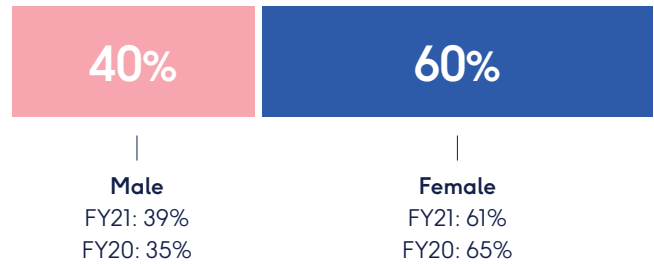
April 2021: 1,400  
April 2020: 1,000

## We have a broad and balanced customer demographic.

% total users split by age group in FY22



% total users split by gender in FY22



## We use data and technology to create loyal customer relationships.

Highly skilled data scientists, analysts and engineers<sup>2</sup>



**195**

April 2021: 153  
April 2020: 106

Customer reminders set<sup>2</sup>



**72m**

April 2021: 52m  
April 2020: 32m

App penetration of orders<sup>3</sup>



**43%**

FY21: 37%  
FY20: 16%

Lifetime transactions<sup>4</sup>



**230m**

April 2021: 190m  
April 2020: 130m

1 Source: OC&C, June 2022. The Group held a 68% market share in the UK among online card specialists in 2021 and a 67% market share in the Netherlands amongst the top three online card operators in 2021.

2 As at 30 April 2022.

3 FY22.

4 Cumulative transactions as of 30 April 2022 for Moonpig and from 1 September 2018 (post the acquisition of Greetz) to 30 April 2022 for Greetz.

## Performance highlights

**Revenue (£m)**  
2021: £368.2m, 2020: £173.1m

**£304.3m**

**Gifting mix (% revenue)**  
2021: 46.1%, 2020: 41.7%

**47.7%**

**Orders (m)**  
2021: 50.9m, 2020: 24.3m

**39.8m**

**Employee engagement score (%)**  
2021: 68%, 2020: 66%

**65%**

**Card design range (number)**  
2021: 27,000, 2020: 17,000

**43,000**

**Customer NPS (-100 to +100)**  
2021: 67, 2020: Not measured

**71**

**Basic EPS (p)**  
2021: 6.1p, 2020: N/A

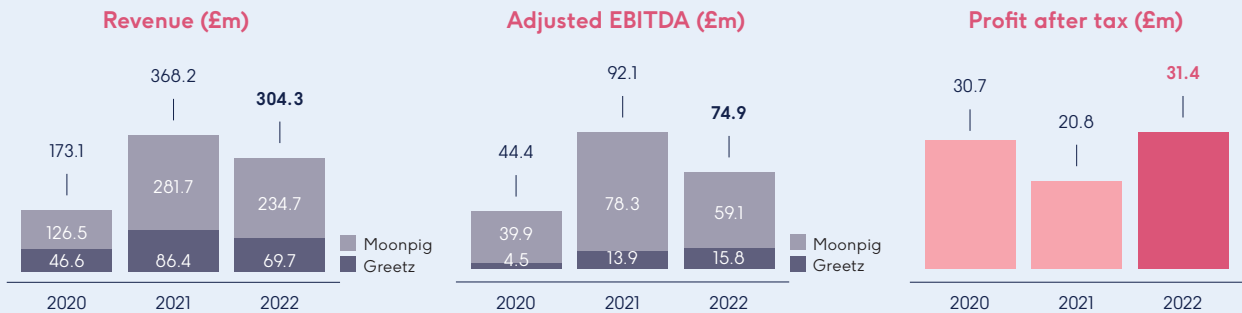
**9.3p**

**Existing customer mix (% revenue)**  
2021: 75.0%, 2020: 78.5%

**86.5%**

**Adjusted EBITDA margin<sup>1</sup> (%)**  
2021: 25.0%, 2020: 25.6%

**24.6%**



## Operational highlights

Two-year growth in revenue and Adjusted EBITDA<sup>1</sup> at 76% and 69% respectively<sup>2</sup>

We have grown the number of customer reminders set to over 70m as at 30 April 2022

Strong customer retention with 87% of revenue from existing customers

Gifts range expansion to 2,400 SKUs with new brands, categories and premium price points

Growth in online market share to 68% in the UK and 67% in the Netherlands<sup>3</sup>

Greetz migration onto the new technology platform remains on schedule for completion in 2022

Investment in new operational facilities in both the UK and the Netherlands

Further card range expansion to 43,000 designs, leveraging our Global Design Platform

1. Adjusted EBITDA and Adjusted EBITDA margin are Alternative Performance Measures, definitions of which are set out in the results announcement.

2. The two-year revenue growth rate is shown given the short-term effect of Covid-19 upon trading. On a one year basis, revenue and Adjusted EBITDA decreased by 17% and 19% respectively.

3. Source: OC&C, June 2022.