

Investor factsheet

FY26 full
year results

25 June 2026



FY26 full year investor factsheet

Moonpig Group – the online market leader for cards and gifting

We have a portfolio of market-leading brands¹

FY26 Group revenue
Mix by segment (%)

moonpig

greetz buyagift moonpig

76%

FY25: 75%

14%

FY25: 14%

10%

FY25: 11%

We have core operations in the UK and Netherlands and a growing presence in Ireland, Australia and the US

FY26 Group revenue
Mix by country (%)

82%

FY25: 83%

14%

FY25: 14%

4%

FY25: 3%

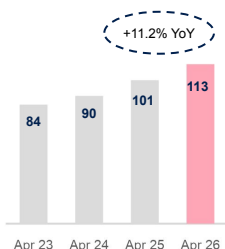
United Kingdom

Netherlands

Rest of World

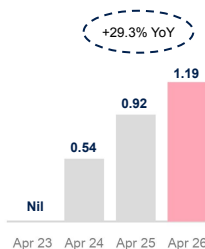
We leverage our unique and proprietary data to create loyal customer relationships

Moonpig and Greetz
occasion reminders set²
Million



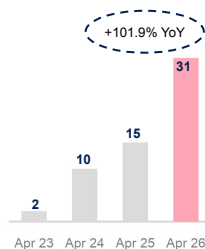
40%
Orders placed within 7 days of an occasion reminder³

Moonpig and Greetz
Plus subscribers²
Active subscriptions (millions)



23%
of UK orders to Plus customers³

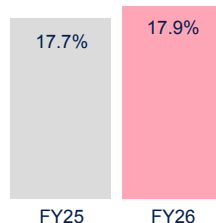
Moonpig and Greetz
creative feature usage²
Millions



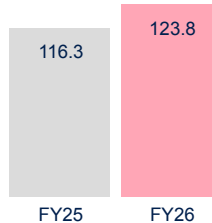
57%
Cards which feature creative features⁴

We offer a broad and growing range of cards and gifts for every occasion

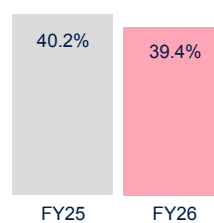
Gift attach rate
Moonpig and Greetz² (%)



Attached gifting revenue
Moonpig and Greetz² (£m)



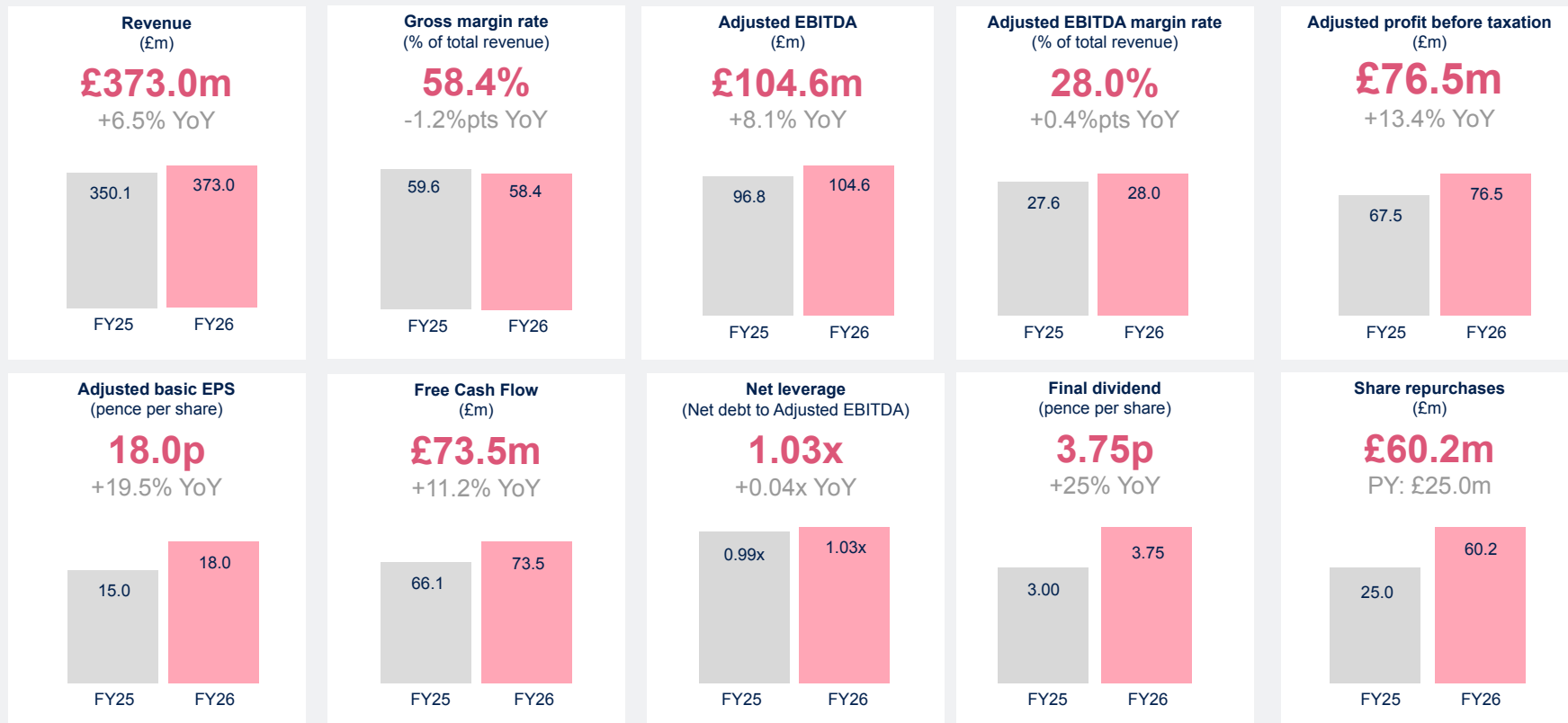
Gifting revenue mix
Moonpig and Greetz² (%)



1. In addition to trading under the Buyagift by Moonpig brand, the Experiences segment also operates under the Red Letter Days brand. 2. Moonpig and Greetz only. 3. Moonpig, measured for year ending 30 April 2026. 4. As at 30 April 2026. Moonpig and Greetz only.

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Revenue growth and strong margins driving +19.5% Adjusted EPS



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Leadership in a large and underpenetrated market that is rapidly transitioning online

Competitive advantages underpinning our clear online market leadership

Powerful brands



Clear market leadership in cards, with the powerful Moonpig and Greetz brands.

Rich data



Self-learning algorithms optimised across 113m reminders² and over 374m transactions³. Capturing 6x¹ more customer data daily than our nearest competitor, reinforcing data-driven competitive advantage.

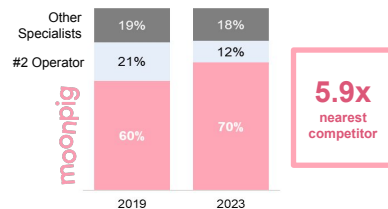
Operational capabilities



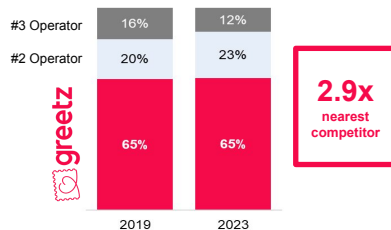
Purpose-built operational infrastructure developed over two decades, creating barriers to entry through scale, efficiency and service quality.

Category-defining online market leader

Market share of UK online single cards^{4,5}
% total online card sales by card specialists

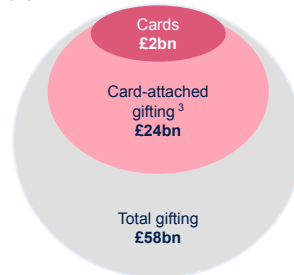


Market share of Netherlands online single cards^{4,5}
% total online card sales by leading card specialists



Large stable market that is shifting to online

Total gifting market - UK, IE and NL^{4,6}
£m - 2023

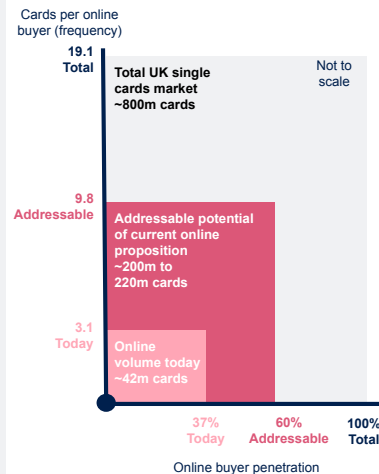


UK single card market
Online penetration %⁴

	2019	2023
Volume penetration	4.4%	6.0%
Value penetration	10.3%	15.0%
Buyer penetration	34%	37%

Scope for UK online card volumes to grow 5x with current proposition

OC&C expectation for future online penetration of the UK single cards market⁷ % total



Opportunity driven by potential for a ~60% increase in buyers and a ~220% increase in frequency

1. Source: OC&C October 2024. UK market share of 70%, compared to 12% for nearest competitor. 2. Total of 113m Moonpig and Greetz customer occasion reminders set as at 30 April 2026. 3. Cumulative transactions as at 30 April 2026. All-time for Moonpig, from 1 September 2018 (post-acquisition) to 30 April 2026 for Greetz and from 13 July 2022 (post-acquisition) to 30 April 2026 for Experiences. 4. OC&C market research, October 2024. 5. UK market share based on online specialists including Moonpig, Card Factory, TouchNote, Clintons, Paperchase, Hallmark, Boomf, Papier; numbers exclude online card sales of non-specialists which are estimated to be c. £16m in total. Netherlands market share is based on estimated online card sales for Greetz, Kaartje2go and Hallmark. 6. Based on UK, NL and ROI markets in 2023. Comprises £22bn of gifts attached to a card and £2bn of greeting cards. Excludes gifting in cash. 7. OC&C estimates based on survey of customer requirements and OC&C's identification of aspects that are readily addressable by the current online proposition.

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We have three compounding revenue growth levers and a long runway of growth in our existing core markets

Card-first approach, leveraging data to drive loyalty and gift attach

Card-first approach

- 51 million card buyers in UK & NL ¹
- Secular shift to online, with UK online penetration at 15% ¹
- Moonpig and Greetz have distinct and increasing market leadership position, supporting profitable customer acquisition
- High frequency, recurring purchase occasions
- Loyal customers with nine tenths of revenue from existing customers ³



Gift attachment

- >63% cards given with a gift ^{1,2}
- Card-first journey enables highly relevant gift recommendations
- Purchase intent high post card creation
- Zero marketing costs, supporting high margins
- Sidesteps expensive online competition for gifts/flowers

Three compounding revenue growth levers

Average order value



Frequency



Active customers



Active customers³ Moonpig and Greetz (m)

12.3m

+2.8% YoY

12.0m

FY25

12.3m

FY26

Orders Moonpig and Greetz (m)

36.0m

+2.1% YoY

35.3m

FY25

36.0m

FY26

Orders per active customer³ Moonpig and Greetz

2.92

-0.7% YoY

2.94

FY25

2.92

FY26

Average order value Moonpig and Greetz (£)

£9.32

+5.7% YoY

£8.82

FY25

£9.32

FY26

1. OC&C market research, October 2024. 2. UK single card purchases in 2023 where a gift was purchased either in the same place as a card or a separate retailer to a card, as percentage of total in 2023. The 63% figure includes 5% of occasions where cash is given as a gift. 3. Moonpig and Greetz FY26. Based on customers who were existing active customers at the start of the financial year. Active customers are those which have made at least one purchase in the last twelve months. Orders per active customer stated on a Last Twelve Months basis to 30 April 2026. 4. Moonpig and Greetz, stated on an LTM basis to 30 April 2026. 5. Blended average total number of cards purchased by Moonpig customers in the UK and card customers in NL, weighted by individual entity's active customer numbers, for UK and NL only. 6. Core markets of the UK and NL, based on OC&C estimates, October 2024.

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Guidance

Capital allocation

1	Organic investment to support growth	Capex target 4%-5% revenue. Marketing ~10% revenue.
2	Dividend cover target 3x to 4x	FY26: 3.75p (+25% YoY) Dividend cover 4.8x
3	Selective, value accretive M&A	M&A not currently in contemplation.
4	Return of excess capital to shareholders	Intention to repurchase up to £65m across FY27. Where EPS enhancing and funded from excess capital.

FY27 outlook¹

Since the start of the year, trading across the Group has been in line with expectations.

Our expectations for FY27 remain unchanged.

Consistent financial framework

Our goal is to deliver sustainable, high-quality growth supported by strong returns and consistent capital allocation.

We are targeting mid-to-high single digit percentage annual revenue growth, an Adjusted EBITDA margin of 25% to 27% and double-digit percentage growth in Adjusted earnings per share.

Technical guidance¹

Share-based payment expenses	Share-based payment expenses in FY26 reflect approximately £2.8m of lower costs arising from the resignation of the former CEO, comprising £1.7m of expense that would otherwise have been recognised in FY26 and the release of £1.1m accrued over the two preceding financial years. In FY27, we expect share-based payment expenses relating to CEO remuneration to return to more typical levels, reflecting the incoming CEO buyout arrangements. As a result, we expect the overall charge to increase. Share-based payment expenses remain inherently sensitive to assumptions and may vary, including based on the outcome of non-market performance conditions.
D&A	We expect depreciation and amortisation to be between £18m and £20m in FY27. This includes the depreciation of tangible fixed assets (including right-of-use assets) and amortisation of internally generated intangible assets. It excludes amortisation of acquisition-related intangible assets.
Adjusting items	Amortisation of acquisition-related intangible assets is treated as an Adjusting Item. Based on the estimated useful lives of trademarks and customer lists arising on business combinations, we expect acquisition amortisation to be approximately £6.5m in FY27, £6.3m in FY28 and £5.7m in FY29.
Net finance costs	We expect net finance costs to increase in FY27, reflecting the higher reference interest rates indicated by SONIA forward curves and additional drawdown on our borrowing facilities in line with growth in Adjusted EBITDA to maintain net leverage at approximately 1.0x.
Taxation	We expect an effective tax rate of between 25% and 26% of reported profit before taxation in FY27 and thereafter. The adjusted taxation charge excludes credits relating to the unwind of deferred tax liabilities recognised on acquisition-related intangible assets, consistent with the treatment of the related acquisition amortisation.
Capex	Our target for tangible and intangible capital expenditure remains approximately 4% to 5% of revenue, with FY27 expected to sit in the lower half of this range. Within this we expect continued investment in tangible fixed assets as we further develop our operations and fulfilment capabilities, reflecting the strategic importance of these areas to the Group.
Working capital	We expect the Experiences merchant accrual to vary broadly in line with trading performance in the segment. Other working capital balances are expected to reflect overall Group revenue growth trends.
Net leverage	We expect IFRS 16 net leverage to be approximately 1.0x as at 30 April 2027, calculated as the ratio of Net Debt (calculated on an IFRS 16 basis, including lease liabilities) to last twelve months' Adjusted EBITDA. Net debt is expected to be modestly higher at 31 October 2026, reflecting the second-half weighting of Free Cash Flow and the distribution of capital returns across the year. The Group targets net leverage of around 1.0x. We retain the flexibility to move beyond this where required.

Non-executive Chair and Executive Directors



Kate Swann
Chair



Catherine Faiers
CEO

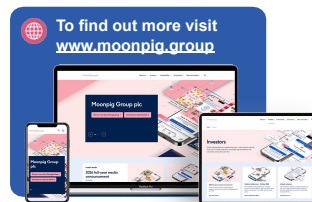


Andy MacKinnon
CFO

Reporting dates – next 12 months

AGM trading update	16 September 2026
Half year FY27 result	8 December 2026
Trading update	17 March 2027
Full year FY27 results	24 June 2027

Further information



Scan for
FY26 full year
results



Scan for
2024 capital
markets
event



1. Source: FY26 full year results announcement dated 25 June 2026. It contains certain forward-looking statements with respect to the financial condition, results or operation and businesses of Moonpig Group plc. Such statements and forecasts by their nature involve risks and uncertainty because they relate to future events and circumstances. There are a number of other factors that may cause actual results, performance or achievements, or industry results to be materially different from those projected in the forward-looking statements. These factors include general economic and business conditions; changes in technology; timing or delay in signing, commencement, implementation and performance of programmes, or the delivery of products or services under them; industry; relationships with customers; competition and ability to attract personnel. You are cautioned not to rely on these forward-looking statements, which speak only as of the date of this announcement. We undertake no obligation to update or revise any forward looking statements to reflect any change in our expectations or any change in events, conditions or circumstances.

moonpig group plc