

Becoming the ultimate gifting companion

Creating better, more personal connections between people that care about each other



LEVERAGING DATA AND TECHNOLOGY

42%
App Penetration
on Moonpig
(H1 FY22)



2.5m
App Downloads
in H1 FY22
(H1 FY22, Moonpig only)

 **OVER 60 million**
Reminders set
(End of October 2021)



App of the Year
UK eCommerce Awards

BUILDING OUR BRANDS



89%

Revenue from Existing Customers
(H1 FY22)



72.4

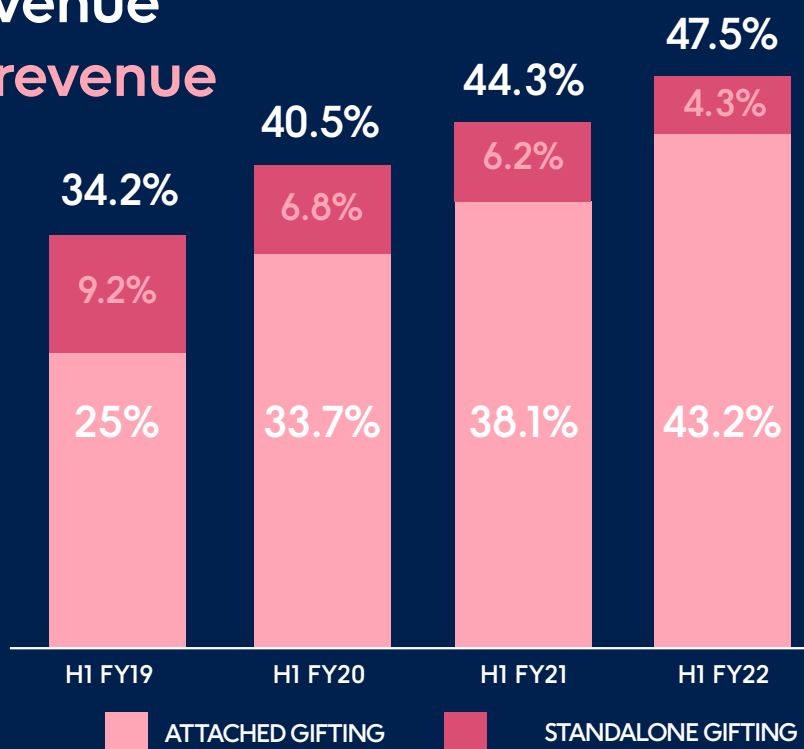
Customer Net Promoter Score

ENSURING THE PERFECT RANGE



33,000 card designs and ever expanding gifting range, now including fragrances and Virgin Wines

Gifting Revenue % of total revenue



Strong Financial Performance

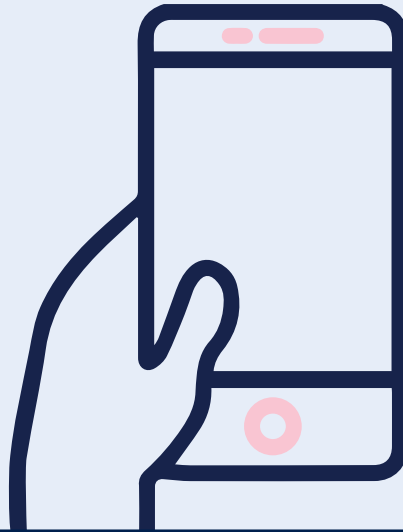


19.5
million

Orders in H1

+104%

over 2 years



£7.30

Average Order Value

Revenue

£142.6m +115%
over 2 years

£109m
Moonpig

Group
Revenue Split

£34m
Greetz

£355 MILLION
EBITDA +133%
over 2 years

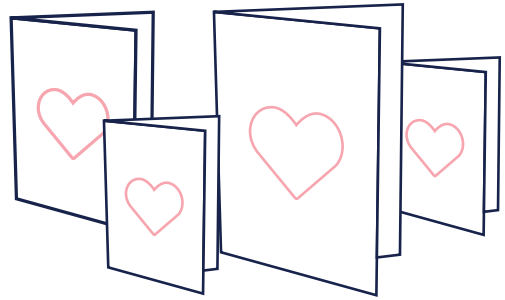
Industry leading
EBITDA Margin

24.5%

Vast Market Opportunity

53.8m

Card buyers in the UK and NL



23

cards bought by Moonpig Group customers each year



72%

of occasions where gift is purchased alongside a card

£57bn

Total gifting market in the UK+NL

£2bn

Card market in the UK+NL+ROI

Progress on our ESG Strategy

ENVIRONMENT

100%

FSC certified paper



PEOPLE

93%

would recommend a friend to work at Moonpig

COMMUNITY

Invest **£1 million** by 2025 through the Moonpig Group Foundation