

The UK's leading card & gift retailer Moonpig launches in Ireland, further expanding presence beyond the UK

- Moonpig launches dedicated website and app in Ireland with largest range of cards in the market
- Launch builds on Moonpig Group's market leading position in UK and Netherlands
- Moonpig has partnered with Irish artists and designers to create a range of exclusive cards, designed specifically for the Irish market



London, 1st March 2022: Moonpig today launches its leading card and gift offer in Ireland. This includes a dedicated website and app which provides customers with the functionality to set reminders, upload handwritten messages and personalise orders to perfection.

The launch will help grow Moonpig's total addressable market, bringing Irish customers a new range of over 24,000 cards to help the nation celebrate every occasion. Moonpig has teamed up with local illustrators and designers to create over 300 unique cards, including in Irish language and celebrating Irish culture, with many exclusive to Moonpig.

There is also a selection of carefully curated gifts and a number of local products including luxury confectionery brands such as Butlers and Lily O'Briens, as Moonpig Group seeks to become the ultimate gifting companion and grow gifting as a share of total revenue (up from 48% in the first half of FY22.)

Nickyl Raithatha, Moonpig Group CEO, said: *“Over the past two years we have achieved an enduring transformation of the business as we seek to become the ultimate gifting companion.*

“Ireland is a natural next step for Moonpig Group as a country where people are enthusiastic card-givers and we already enjoy high brand recognition & awareness.

“On our launch I am pleased to be bringing the largest range of cards, and a great selection of gifts, including locally sourced products, to help our Irish customers to find the perfect gift.

“Our dedicated website and app will make it easier and faster for customers to surprise and delight their loved ones, bringing same day dispatch to the card & gift market in Ireland.”