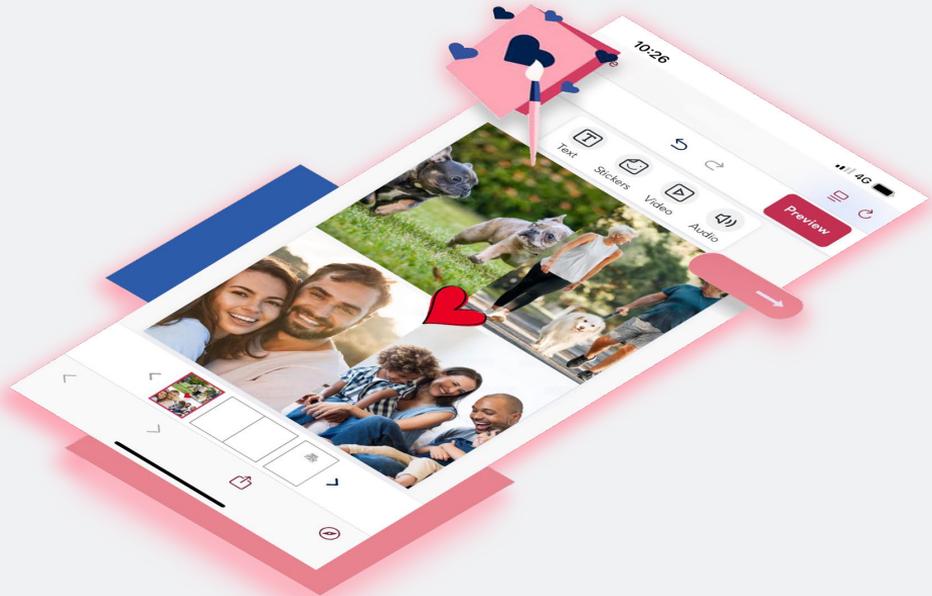


Investor factsheet

H1 FY26 results
for the half year ended
31 October 2025

9 December 2025



H1 FY26 half year investor factsheet

Moonpig Group – the leading online platform for card giving and gifting

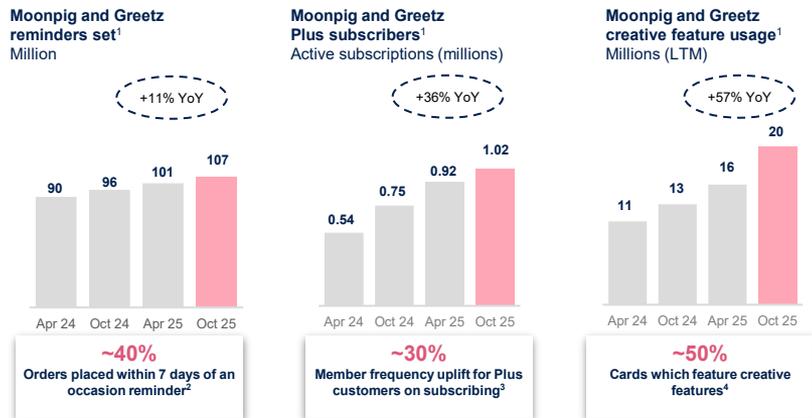
Four market-leading brands



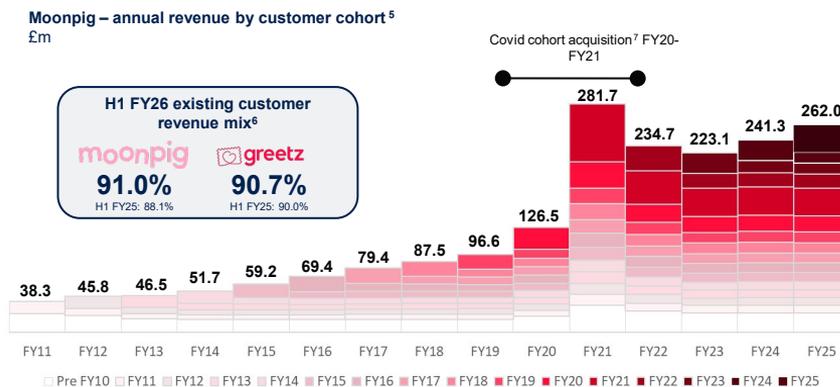
Ensuring the perfect range of cards and gifts for every occasion



Leveraging data and technology to make the gifting experience effortless



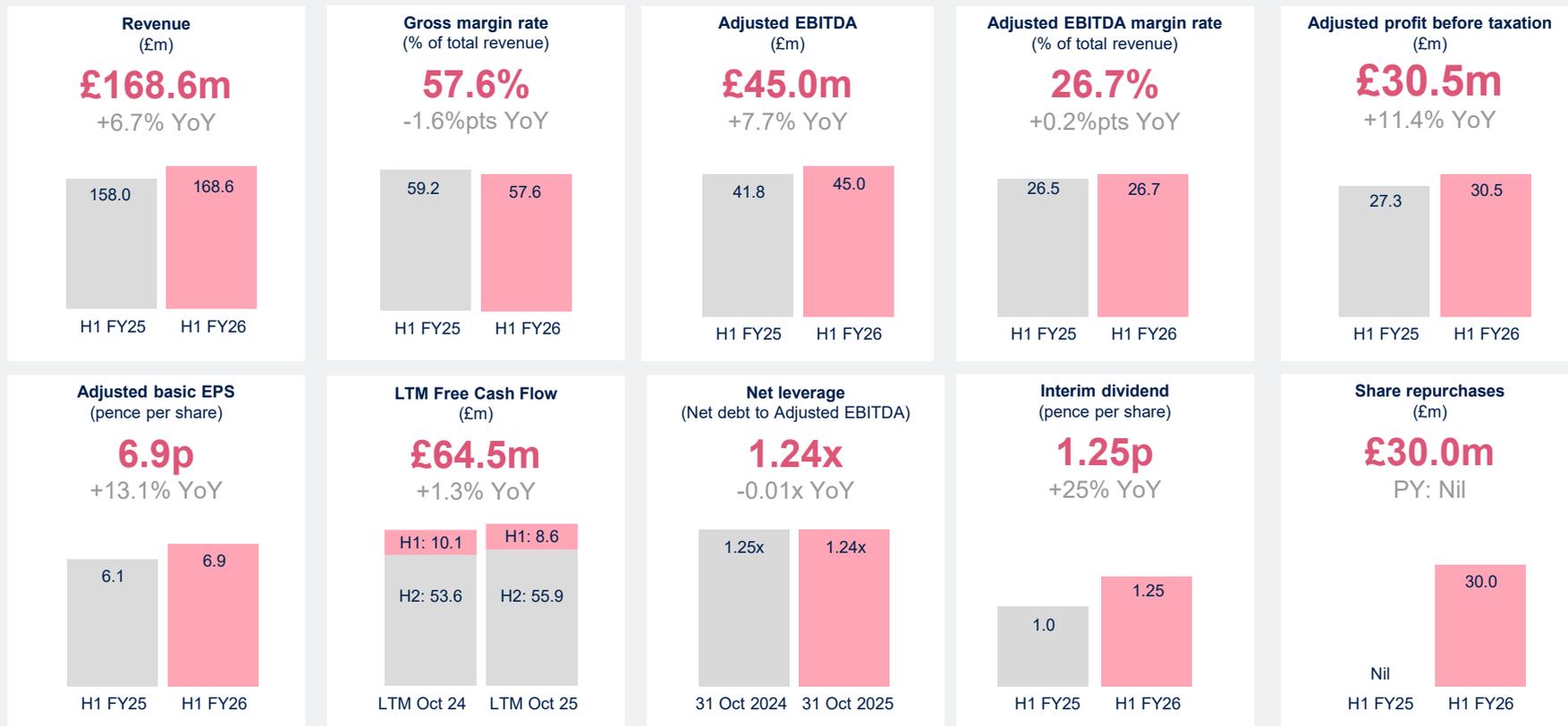
Revenue growth and profitability underpinned by resilient cohorts of loyal customers



1. Moonpig and Greetz only. 2. Moonpig, measured for half year ended 31 October 2025. 3. For Moonpig UK, October 2025. 4. As at 31 October 2025. Moonpig and Greetz only. 5. Moonpig segment only. 6. Existing customer revenue mix is based on customers who have existed for the preceding twelve-month period. 7. Revenue impacted by Covid from March 2020 onwards, including FY20 (year ended 30 April 2020).

H1 FY26 half year investor factsheet

Strong revenue growth and sector-leading margins driving +13.1% Adjusted EPS growth in H1



1. Adjusted EBITDA, Adjusted EBITDA margin, Adjusted PBT, Adjusted EPS, Free Cash Flow and net leverage are Alternative Performance Measures. Refer to the H1 FY26 half year results announcement.

H1 FY26 half year investor factsheet

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

Competitive advantages underpinning our clear online market leadership

Brand power

- Iconic brands with exceptional unprompted awareness
- Media purchasing power multiple times higher than nearest competitor
- Viral effects as recipients become customers

Online scale

- 6x¹ customer data daily vs nearest competitor
- 50.9m² cards and gifts
- Over 500k orders a day capability

Rich data

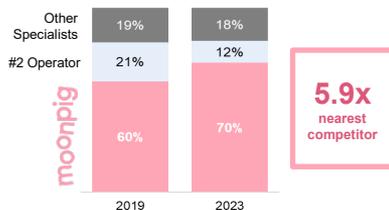
- Proprietary algorithms optimised across:
 - 107m occasion reminders³
 - >354m cumulative transactions providing insight into customer gifting intent⁴

Technology platform

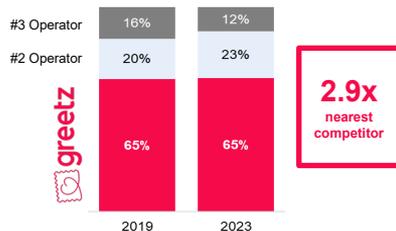
- Proprietary technology platform, constantly optimised through culture of experimentation

Category-defining online market leader

Market share of UK online single cards ^{5,6}
% total online card sales by card specialists



Market share of Netherlands online single cards ^{5,6}
% total online card sales by leading card specialists



Large stable market that is shifting to online

Total gifting market - UK, IE and NL ^{5,7}
£m - 2023

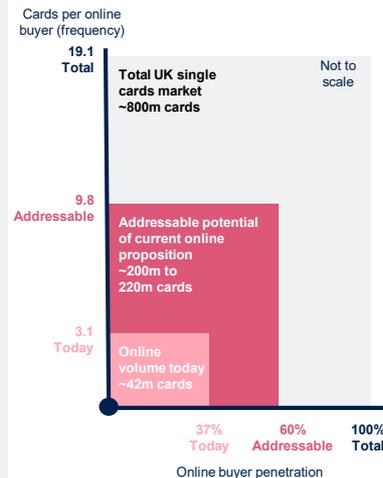


UK single card market
Online penetration %⁵

	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 market ⁸
% 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. For the LTM to 31 October 2025. 3. Total of 107m customer occasion reminders as at 31 October 2025. Moonpig and Greetz only. 4. Cumulative transactions as at 31 October 2025. All-time for Moonpig, from 1 September 2018 (post-acquisition) to 31 October 2025 for Greetz and from 13 July 2022 (post-acquisition) to 31 October 2025 for Experiences. 5. OC&C market research, October 2024. 6. 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. 7. 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. 8. 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.

H1 FY26 half year investor factsheet

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

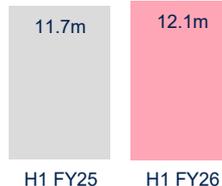


Active customers



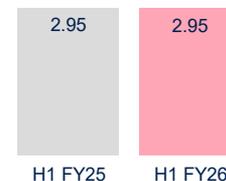
Active customers³ Moonpig and Greetz (m)

12.1m
+3.0% YoY



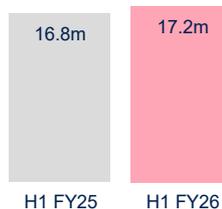
Orders per active customer³ Moonpig and Greetz

2.95
Unchanged



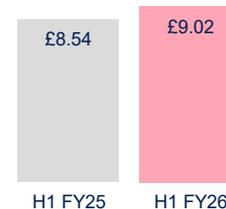
Orders Moonpig and Greetz (m)

17.2m
+2.5% YoY



Average order value Moonpig and Greetz (£)

£9.02
+5.6% YoY



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 H1 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. 4. Moonpig and Greetz, stated on an LTM bases to 31 October 2025. 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.

H1 FY26 half year investor factsheet

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 interim dividend 1.25p (+25% YoY)
3 Selective, value accretive M&A	M&A not currently in contemplation.
4 Return of excess capital to shareholders	Intention to repurchase up to £60m across FY26. Where EPS enhancing and funded from excess capital.

FY26 outlook¹

- Overall Group trading performance has remained in line with our expectations since the start of the second half.
- Growth remains underpinned by consistent strong revenue growth at Moonpig and positive trading momentum at Greetz.
- Current trading at Experiences has been encouraging, with improved performance in the second half to date.
- Our expectations for the full year remain unchanged.

Technical guidance¹

Capex	Our medium-term target for tangible and intangible capital expenditure is approximately 4% to 5% of revenue. We expect capital expenditure of around £17m in FY26 as we continue to invest in insourcing and automation at our UK fulfilment centre.
D&A	Depreciation and amortisation are expected to be approximately £19m in FY26. 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. This expectation is below the previously guided range, reflecting the later commencement of amortisation on commissioning of projects. With higher expected FY26 capital expenditure, the charge for depreciation and amortisation is likely to increase in future periods.
Net finance costs	Net finance costs are expected to be approximately £11m in FY26. This represents a modest increase on our previous expectations, reflecting unrealised net foreign exchange movements on loan balances in H1. It includes around £7m of interest on bank borrowings and approximately £2m of deemed interest on the Experiences merchant accrual. The remainder relates to interest on leases and the amortisation of arrangement fees on debt facilities and hedging instruments. Beyond FY26, and excluding movements in reference rates, net finance costs are expected to rise in line with Adjusted EBITDA, as net debt increases to maintain net leverage of approximately 1.0x.
Taxation	We expect an effective tax rate of between 25% and 26% of reported profit before taxation in FY26 and thereafter. 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.
Working capital	We expect the Experiences merchant accrual to vary broadly in line with trading performance at that segment. Other working capital balances are expected to reflect overall Group revenue growth trends.
Net leverage	We expect net leverage to be approximately 1.0x as at 30 April 2026, calculated as the ratio of Net Debt to last twelve months' Adjusted EBITDA, calculated on an IFRS16 basis with net debt inclusive of lease liabilities. The Group targets medium-term net leverage of around 1.0x, with flexibility to move beyond this as business needs require.

Non-executive Chair and Executive Directors



Kate Swann
Chair



Nicky Raithatha
CEO



Andy MacKinnon
CFO

Reporting dates – next 12 months

- Trading update announcement**
18 March 2026
- Full year FY26 results announcement**
25 June 2026
- Trading update announcement**
16 September 2026
- Half year FY27 results announcement**
8 December 2026

Further information



Scan for
FY26 half
year results



Scan for
FY25 Annual
Report and
Accounts



Scan for
FY25
sustainability
reporting



Scan for
2024 capital
markets
event



1. Source: H1 FY26 half year results announcement dated 9 December 2025. 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