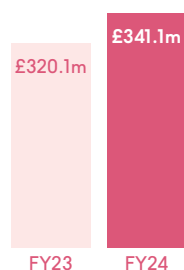


Financial highlights

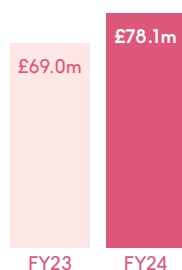
Revenue (£m)

Year-on-year growth: 6.6%



Adjusted EBIT^{1,2} (£m)

Year-on-year growth: 13.2%



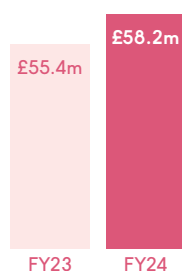
Reported PBT (£m)

Year-on-year growth: 32.9%



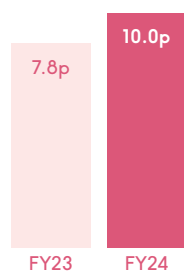
Adjusted PBT^{1,2} (£m)

Year-on-year growth: 5.0%

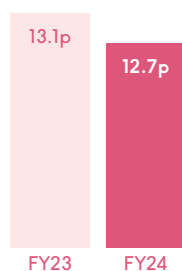


Reported Basic EPS (p) Adjusted Basic EPS^{1,2} (p)

Year-on-year growth: 27.3%



Year-on-year growth: (3.1)%



Operational highlights

- Moonpig Plus subscriptions reached half a million members and Greetz Plus launched.
- Database of customer occasion reminders grown to 90 million (April 2023: 84 million).
- Gift recommendation algorithms now incorporate customer-level data including gift price preferences, alongside data from personalisation of the greeting card.
- Our creativity features were used over 10 million times to add video and audio messages, “sticker” images, digital gift vouchers and AI-driven customised messages to the inside of greeting cards.
- App penetration of orders at Greetz increased to 33% as at April 2024.
- Launch of AI semantic search capability, delivering more relevant and accurate search results.
- Upgrade to our recommendation algorithms to incorporate customer-level data including gift price preferences.
- A tailored online journey for every user, including personalised homepage banners and personalised promotions.
- Increase in automated customer service resolutions through AI chatbot deployment.
- Targeted testing underway to identify profitable ways to scale marketing activity in new geographical markets. Total revenue in Ireland, Australia and the US grew by 34.3% to £8.7m (FY23: £6.5m).
- Same-day digital gifting launched on Moonpig, combining gift experiences with e-cards.
- Re-platforming of Red Letter Days and Buyagift is on track with new gallery and landing pages launched.

1 Adjusted EBIT, Adjusted PBT and Adjusted Basic EPS are Alternative Performance Measures, definitions of which are set out on pages 176 to 177.

2 The Group has amended its definition of Adjusting Items such that amortisation of intangible assets arising on business combinations (acquisition amortisation) is now treated as an Adjusting Item. As a result, current and prior year Alternative Performance Measures are stated excluding acquisition amortisation of £8.3m (FY23: £7.5m).

At a glance

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

The UK and the Netherlands are our current core markets.

Proportion of revenue by country % of FY24 Group revenue



We operate through four online brands.



moonpig

Moonpig has been a pioneer since it was founded as the UK's first online greeting cards business in 2000.

It has since grown to become a well-loved brand and the number one online destination for our customers' gifting needs.



greetz

Greetz was founded in 2004 as the Netherlands' first online greeting card service.

Since then it has evolved into the leading online choice for our Dutch customers' card and gifting needs.



buyagift

Founded in 1999, Buyagift is a leading UK gift experiences platform with options in categories such as dining, theatre and family outings.

With the broadest and deepest geographical footprint in the UK, it offers customers something to suit every taste and occasion.



RED LETTER DAYS

Launched in 1989, Red Letter Days pioneered the concept of giving unforgettable experiences as a gift.

The idea caught people's imaginations and today Red Letter Days, with its iconic red gift box, remains the "go-to" gift experiences company.

Our strategy is to become the ultimate gifting companion.

Gifting share of revenue



50%

FY23¹: 51%

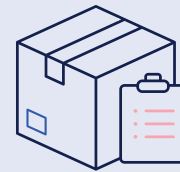
Cards and gifts sold



48.8m

FY23¹: 49.0m

Orders²

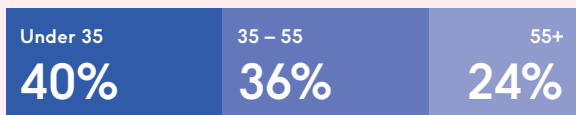


33.9m

FY23: 33.8m

We have a broad and balanced customer demographic.

% total users split by age group in FY24



FY23¹: 40%

FY23¹: 38%

FY23¹: 22%

% total users split by gender in FY24



FY23¹: 44%

FY23¹: 56%

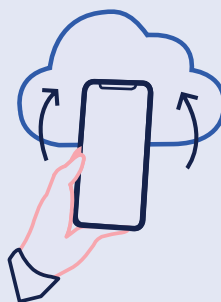
We use data and technology to create loyal customer relationships.



Skilled data scientists, analysts and engineers

242

April 2023¹: 250



Moonpig and Greetz customer reminders set²

90m

April 2023: 84m



Card creative feature usage³

10m

FY23: N/a

¹ FY23 stated for the Group (including Experiences since acquisition on 13 July 2022).

² As at 30 April 2024. Moonpig and Greetz only.

³ Our creativity features were used over 10 million times to add video and audio messages, "sticker" images, digital gift vouchers and AI-driven customised messages to the inside of greeting cards. Not applicable for prior year as the features are newly introduced.