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12 January 2021

**Cards Holdco Limited**  
(current holding company of the Moonpig Group)

**Announcement of Publication of Registration Document**

Further to the announcement by the Company earlier today relating to the expected initial public offering (the "IPO" or the "Offer") of Moonpig Group plc, the Company confirms that its Registration Document has been approved by the FCA and has been published. The Registration Document has been submitted to the National Storage Mechanism and will be available shortly for inspection at <https://data.fca.org.uk/#/nsm/nationalstoragemechanism>. A copy is also available online at [www.moonpig.group](http://www.moonpig.group), subject to certain access restrictions.

Terms used but not defined in this announcement, shall have the meaning given in the expected intention to float announcement published by the Company earlier today.

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Any subscription or purchase of Shares in the possible Offer should be made solely on the basis of information contained in the Prospectus which may be issued by Moonpig Group plc in connection with the possible Offer. The information in this announcement is subject to change. Before subscribing for or purchasing any Shares, persons viewing this announcement should ensure that they fully understand and accept the risks which will be set out in the Prospectus, if published. No reliance may be placed for any purpose on the information contained in this announcement or its accuracy or completeness. Neither this announcement, nor anything contained in the Registration Document, shall constitute, or form part of, any offer or invitation to sell or issue, or any solicitation of any offer to acquire, whether by subscription or purchase, any Shares or any other securities, nor shall it (or any part of it), or the fact of its distribution, form the basis of, or be relied on in connection with, or act as any inducement to enter into, any contract or commitment whatsoever.

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For the avoidance of doubt, the contents of the Company's website, including the websites of the Company's business units, are not incorporated by reference into, and do not form part of, this announcement.