

At a glance

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

We leverage technology and data to create loyal customer relationships



Moonpig and Greetz customer reminders set¹

101m

2024: 90m



Plus subscription membership¹

920,000

2024: 540,000



Card creative features used²

15m

2024: 10m

We have four market-leading brands

	moonpig	greetz	buyagift RED LETTER DAYS
Revenue	75% FY24: 71%	14% FY24: 15%	11% FY24: 14%
Adjusted EBIT	86% FY24: 75%	6% FY24: 7%	8% FY24: 18%

We have a growing, loyal and engaged customer base



Moonpig and Greetz active customers¹

12.0m

2024: 11.5m



Moonpig and Greetz orders per active customer³

2.94

2024: 2.94



Moonpig and Greetz Average Order Value³ (AOV)

£8.82

2024: £8.64

We aim to become the ultimate gifting companion to our customers



Orders³

35.3m

Moonpig and Greetz
FY24: 33.9m



Cards and gifts sold³

50.4m

Group
FY24: 48.8m



Gifting share of revenue³

47%

Group
FY24: 50%

We are the leaders in a large, underpenetrated market that is shifting to online



UK card market
share⁴

70%

2019: 60%



Online volume market
penetration⁴

6%

2019: 4%



Online value market
penetration⁴

15%

2019: 10%



Online buyer market
penetration⁴

37%

2019: 34%

We operate through four online brands

Revenue mix by country



1 As at 30 April 2025. Moonpig and Greetz only.
2 The number of creative features used in a card in the year ending 30 April 2025. Moonpig and Greetz only.
3 For the year ended 30 April 2025.
4 OC&C market research, October 2024.