

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 in FY23 % of 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 all our customers' gifting needs.



greetz

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

Greetz aims to make it easier and more personal for people to be thoughtful and is widely recognised as a leading player in delivering personalisation in the gifting market.



buyagift

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

With the broadest and deepest geographical footprint in the UK, it gives customers an unrivalled choice with something to suit every taste and occasion.



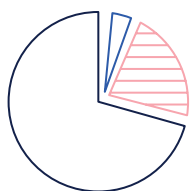
Red Letter days

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.

Gifts share of revenue¹



51%

FY22: 48%
FY21: 46%
FY20: 42%

Cards and gifts sold¹



49m

FY22: 57m
FY21: 73m
FY20: 36m

Gifts SKUs²

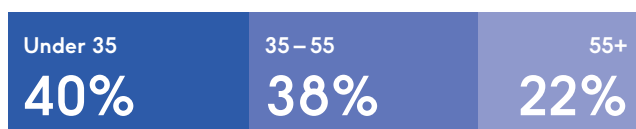


8,800

April 2022: 2,400
April 2021: 1,400
April 2020: 1,000

We have a broad and balanced customer demographic.

% total users split by age group in FY23¹

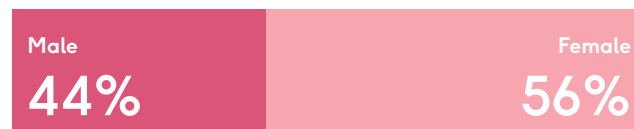


FY22: 38%
FY21: 42%
FY20: 40%

FY22: 36%
FY21: 35%
FY20: 37%

FY22: 26%
FY21: 23%
FY20: 23%

% total users split by gender in FY23¹



FY22: 40%
FY21: 39%
FY20: 35%

FY22: 60%
FY21: 61%
FY20: 65%

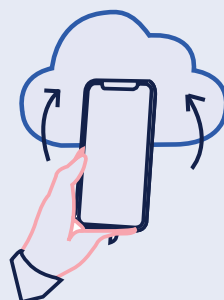
We use data and technology to create loyal customer relationships.



Highly skilled data scientists, analysts and engineers²

250

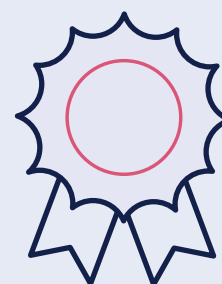
April 2022: 195
April 2021: 153
April 2020: 106



Moonpig and Greetz customer reminders set³

84m

April 2022: 72m
April 2021: 52m
April 2020: 32m



Lifetime transactions⁴

266m

April 2022: 230m
April 2021: 190m
April 2020: 130m

¹ FY23 stated for the Group (including Experiences since acquisition on 13 July 2022 and excluding Experiences for the pre-acquisition period in FY23 and prior years).

² As at 30 April 2023. Stated for the Group (including Experiences as at 30 April 2023 and excluding Experiences for prior years).

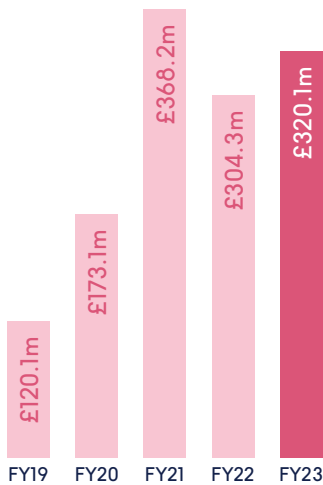
³ As at 30 April 2023. Moonpig and Greetz only.

⁴ Cumulative transactions as of 30 April 2023. All-time for Moonpig, from 1 September 2018 (post acquisition) for Greetz and from 13 July 2022 (post acquisition) for Experiences.

Financial highlights

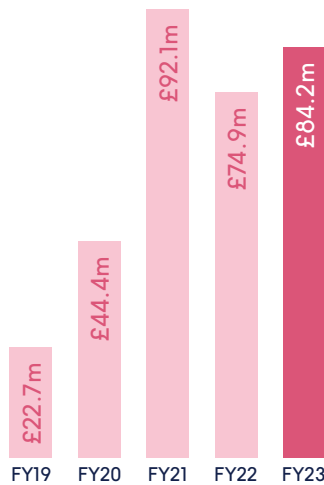
Revenue (£m)

4 year growth: 166%



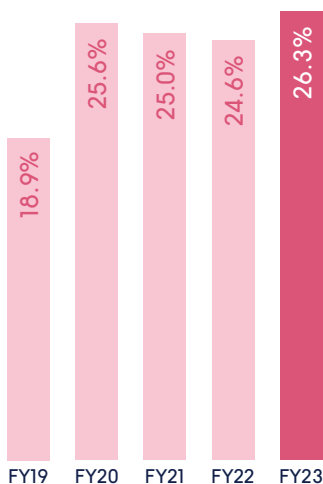
Adjusted EBITDA¹ (£m)

4 year growth: 270%



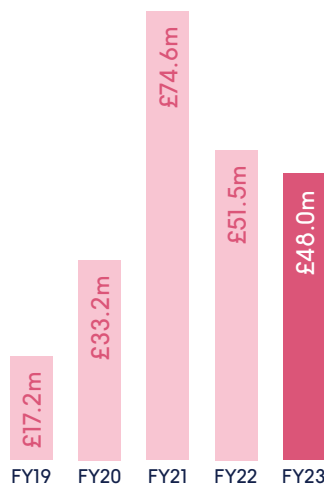
Adjusted EBITDA margin¹ (%)

4 year growth: 7.4%pts



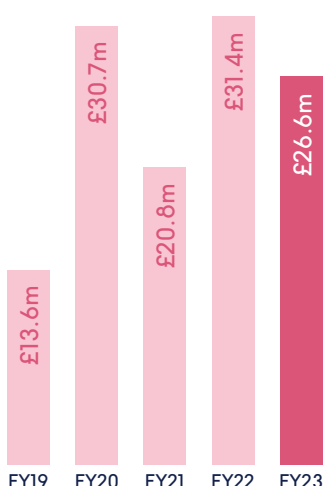
Adjusted PBT¹ (£m)

4 year growth: 179%



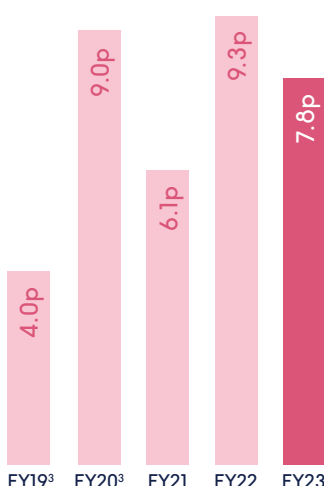
Profit after tax (£m)

4 year growth: 95.6%



Basic EPS³ (p)

4 year growth: 95.0%



Operational highlights

- Greetz migration onto the Moonpig technology platform completed in September 2022.
- Team of 250 technology specialists now focused on accelerating growth initiatives.
- Roadmap of innovation, including Moonpig Plus subscriptions and group cards.
- Launch of video messages and digital gifting in greeting cards at Moonpig.
- Launch of new iOS and Android apps at Greetz.
- Database of customer occasion reminders has grown to 84m as at 30 April 2023.
- Growth in online cards market share to 70% in the UK and 67% in the Netherlands.²
- Opening of new in-house operational facilities in both the UK and the Netherlands.
- Acquisition of Experiences, welcoming Red Letter Days and Buyagift to the Group.
- Investment to modernise the Experiences technology platform commenced.

¹ Adjusted EBITDA, Adjusted EBITDA margin and Adjusted PBT are Alternative Performance Measures, definitions of which are set out in the Chief Financial Officer's review on pages 56 to 65.

² Source: OC&C, June 2023.

³ As the Group was incorporated in FY21 there were no issued shares in FY19 and FY20. For illustrative purposes Basic EPS has been calculated for these years using the weighted average basic number of shares in FY21.