

Full Year Results Presentation

Year ended 30 April 2021

27 July 2021



Disclaimer

This presentation and the discussion which follows it may include certain forward-looking statements with respect to the business, strategy and plans of the Company (together with its subsidiaries, the “Group”) and its current goals and expectations relating to its future financial condition and performance. Statements that are not historical or current facts, including statements about the Group or its directors’ and/or management’s beliefs and expectations, are forward-looking statements. These forward-looking statements may include words such as “aims”, “anticipates”, “believes”, “continues”, “estimates”, “expects”, “goal”, “intends”, “likely”, “may”, “plans”, “projected”, “seeks”, “sees”, “should”, “targets”, “will” or the inverse of such terms or other similar words. These forward-looking statements involve known and unknown risks and uncertainties and other factors, many of which are beyond the Group’s control and all of which are based on current beliefs and expectations about future events. They are necessarily based upon a number of estimates and assumptions that, while considered reasonable by the Company, are inherently subject to significant risks, uncertainties, contingencies and other important factors. Known and unknown factors could cause actual results to differ materially from those projected in the forward-looking statements, such as (but not limited to) future market and economic conditions, currency fluctuations, the behaviour of other market participants, the response of customers to sales and marketing activities, the performance, security and reliability of the Group’s online platform and other information technology systems, the cost of, and potential adverse results in, litigation involving any of the Group’s intellectual property, changes in business strategy, political, economic and regulatory changes in the countries in which the Group operates or changes in economic or technological trends or conditions, and the success of the Group in managing the risks of the foregoing. As a result, investors are cautioned not to place undue reliance on such forward-looking statements. Forward-looking statements speak only as of their date and the Company expressly disclaims any obligation to supplement, amend, update or revise any of the forward-looking statements made herein, except where it would be required to do so in accordance with its regulatory or legal obligations.

Agenda

The logo graphic consists of a large pink circle containing the text 'moonpig' in white lowercase letters, with 'group plc' in smaller white lowercase letters below it. This central circle is surrounded by two concentric blue circles, and the entire graphic is set against a light blue background that features a curved line separating it from the agenda items.

moonpig
group plc

1

Overview – Nickyl Raithatha

2

Financial performance – Andy MacKinnon

3

Strategic progress – Nickyl Raithatha

Becoming the Ultimate Gifting Companion

Creating better,
more personal,
connections
between people that
care about each
other



Ensuring the **perfect range** of
cards and gifts for **every occasion**



Building our brands so
receiving our product always
means more



Leveraging data and technology
to make the **gifting experience**
effortless



A year of record performance and execution against strategy



- 1 Strong set of results in a year which has delivered an **enduring transformation** and a **step change in scale** of the business
- 2 **Revenue and Adjusted EBITDA** both **more than doubled**
- 3 **Delivering against the growth levers set out at IPO**
 - Completion of **technology and data re-platforming** project
 - Acceleration in **app penetration** and milestone of over **50m reminders** collected
 - Significant **investment in brand**, reinforcing market leadership position
 - Commercial proposition strengthened through **card and gift range** expansion, and extension of **market leading dispatch cut-off** for next day delivery
- 4 Strategy delivery and slower than expected easing of lockdown have driven better trading in the year to date and an **upgrade to expectations for FY22**
- 5 Continued confidence in **medium-term targets and growth opportunity**

Note: Adjusted EBITDA is an Alternative Performance Measure. It is calculated as operating profit adding back depreciation and amortisation and adjusting items. Refer to the details set out in the Results Announcement for the year ended 30 April 2021, issued on 27 July 2021

FY21 Financial and Operational Highlights

Strong set of financial results



Revenue
£368.2m, +113% YoY
50.9m orders



Adjusted EBITDA
£92.1m, +107% YoY
25.0% adjusted margin



Total gifting revenue
£169.8m, +133% YoY
46% of total revenue

Technology and data platform driving our growth flywheel



Completion of three-year technology re-platforming
Custom designed



Rich data pools
190m transactions¹
Over 50m reminders



Number #1 App
37% app penetration²
6.1m downloads³

Further enhancing our leading customer proposition



Card range expansion
27,000 total designs
10,000 increase in year



Gift range enhancement
1,400 gifts
70 new brand partners

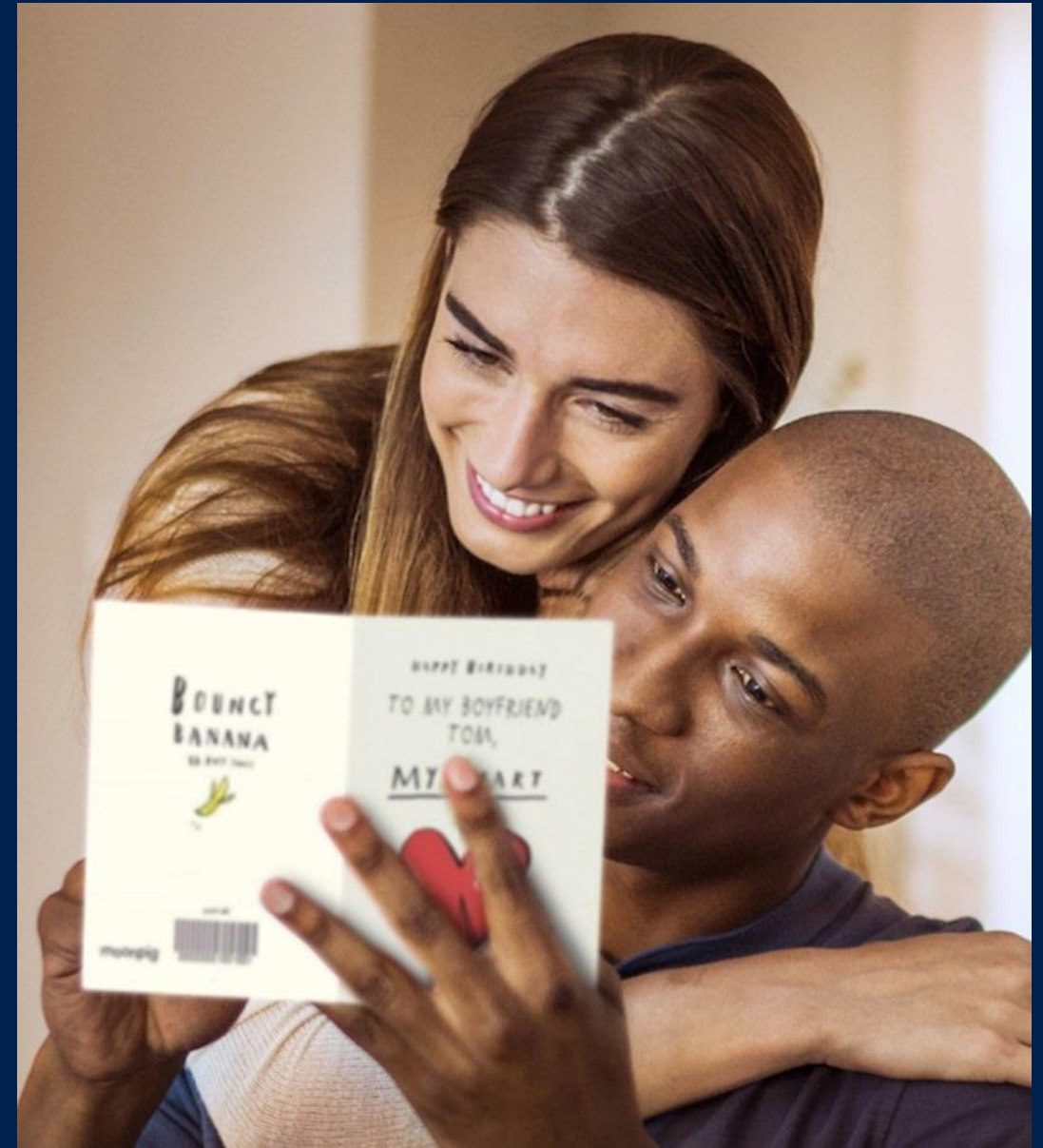


Extended cut-off times⁴
10pm Netherlands
9pm UK

Note: ¹Cumulative transactions as of April 2021 for Moonpig and from September 2018 (acquisition of Greetz) to April 2021 for Greetz; ² App penetration refers to app orders as a percentage of total orders, for Moonpig only; ³Number of app downloads is for Moonpig only; ⁴Latest cut off time for weekday next day delivery

Financial performance

Andy MacKinnon



Powerful financial model and transformational acceleration

Strong Top Line Growth

- ✓ Triple digit revenue growth to £368.2 million¹
- ✓ Accelerating revenue growth amplified by the extended UK and NL lockdown



High Customer Retention

- ✓ 75% of revenue from existing customers in FY21
- ✓ A data-driven customer retention flywheel driving lifetime value



High Margins

- ✓ Adjusted EBITDA margin of 25.0% in line with medium term guidance
- ✓ Strong operating leverage driving £92.1 million Adjusted EBITDA



Robust Cash Generation

- ✓ Capex light and negative net working capital
- ✓ Operating Cash Conversion of 106%

Underpinned by our data-driven customer retention model, which drives strong customer loyalty and lifetime value

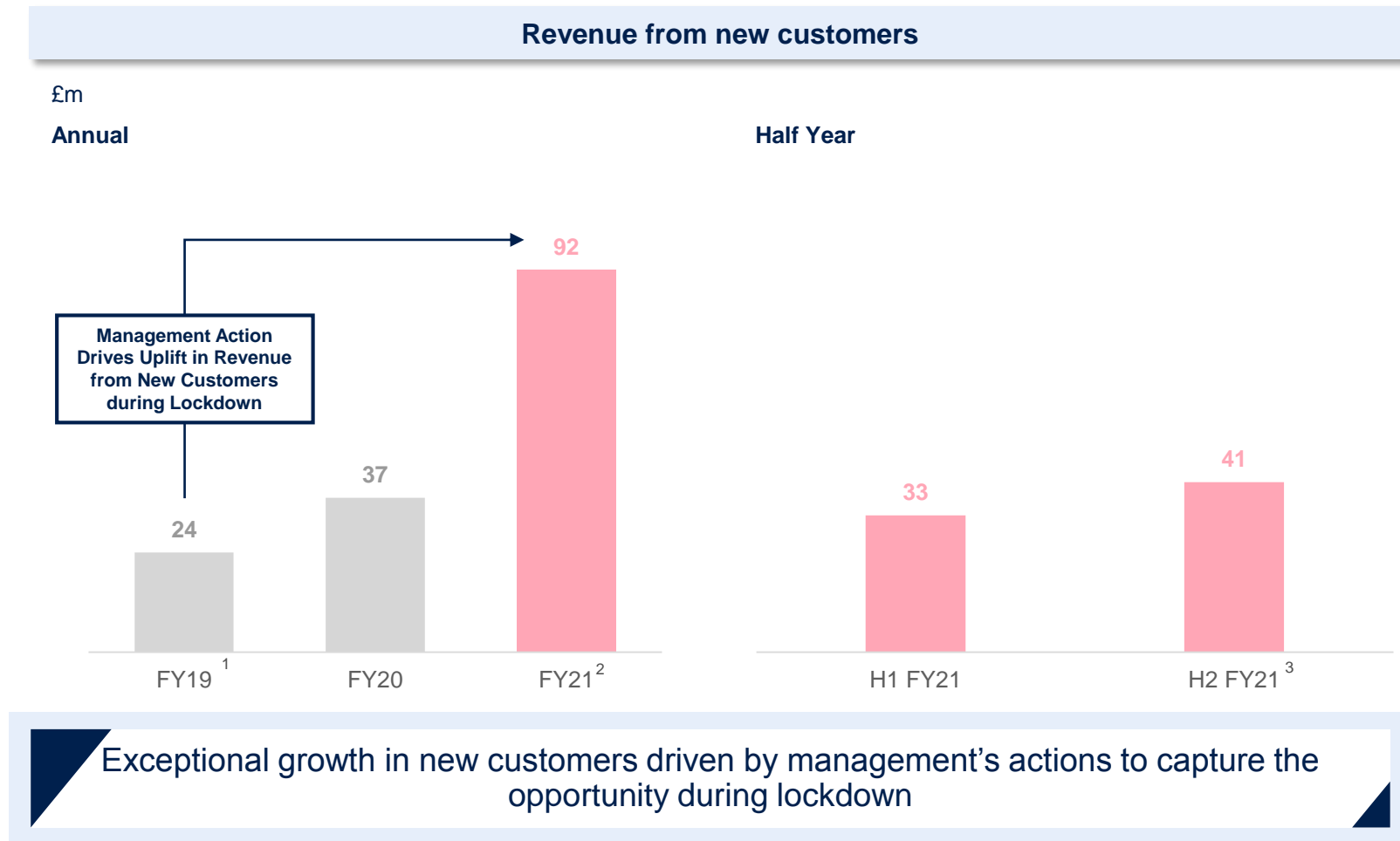
Note: ¹ Group revenue increased by 113% to £368.2m. Growth at Moonpig was 123% and growth at Greetz was 86%.

Strong orders growth and re-investment of AOV growth



- **Orders increased by 109%**, driven by uplift in new customer acquisition and elevated purchase frequency during lockdown
- **Re-investment of the AOV growth** that was driven through increased attached gifting. We chose to increase promotional activity to drive customer behaviours that align with higher retention and frequency (e.g. reminder setting, app downloads)

Exceptional growth in revenue from new customers



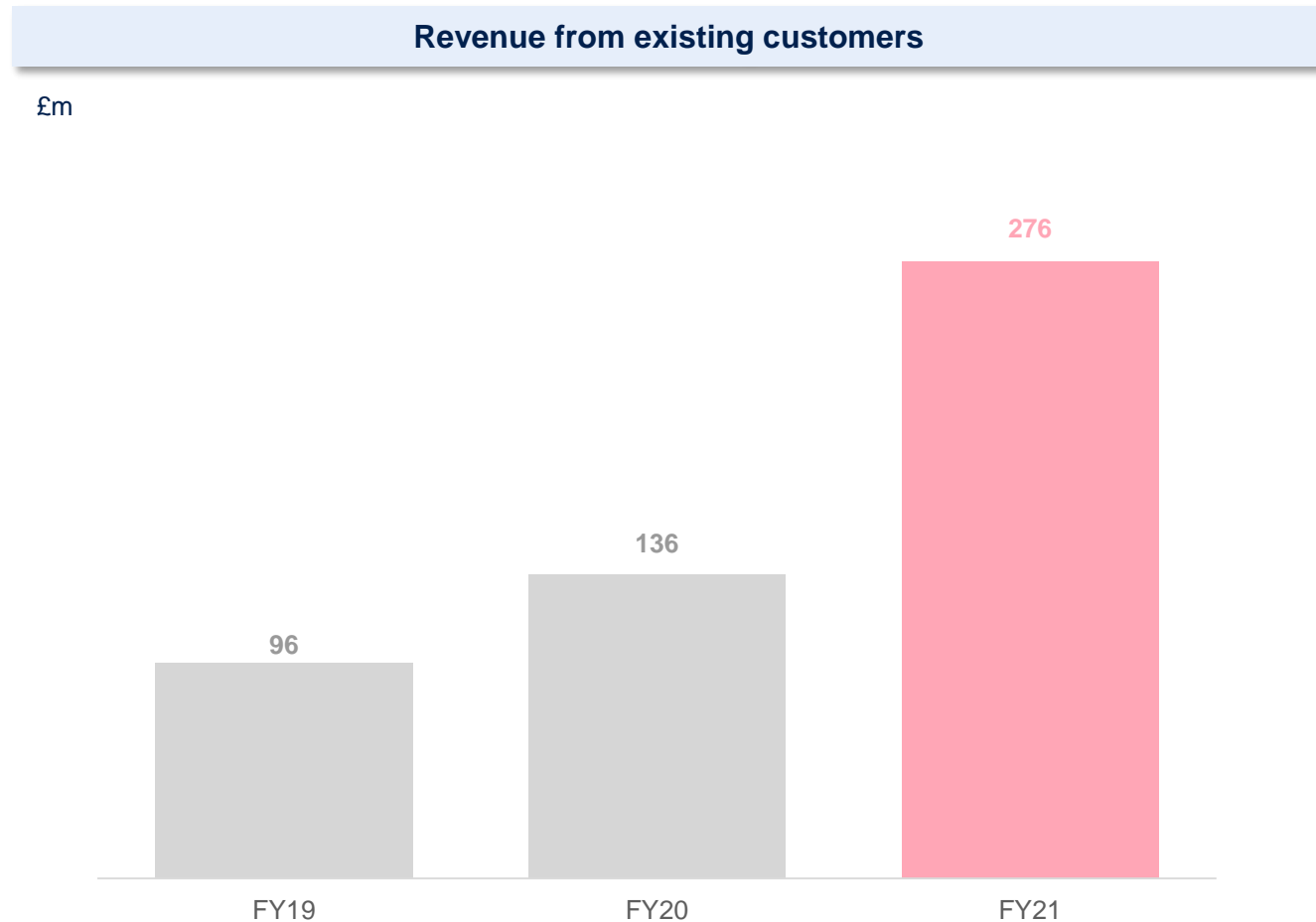
- **Significant uplift** in new customer acquisition during lockdown, from mid-March 2020 onwards (impacting FY20 and FY21)
- **Repeat behavior** of customers **acquired** during the past year is consistent with **historical cohorts**

Source: Company information

Notes: ¹ Greetz included from acquisition; September 2018 onwards ² FY21 contains revenue from customers acquired in both H1 FY21 and H2 FY21 ³ H2 FY21 revenue only from new customers acquired in H2 FY21.

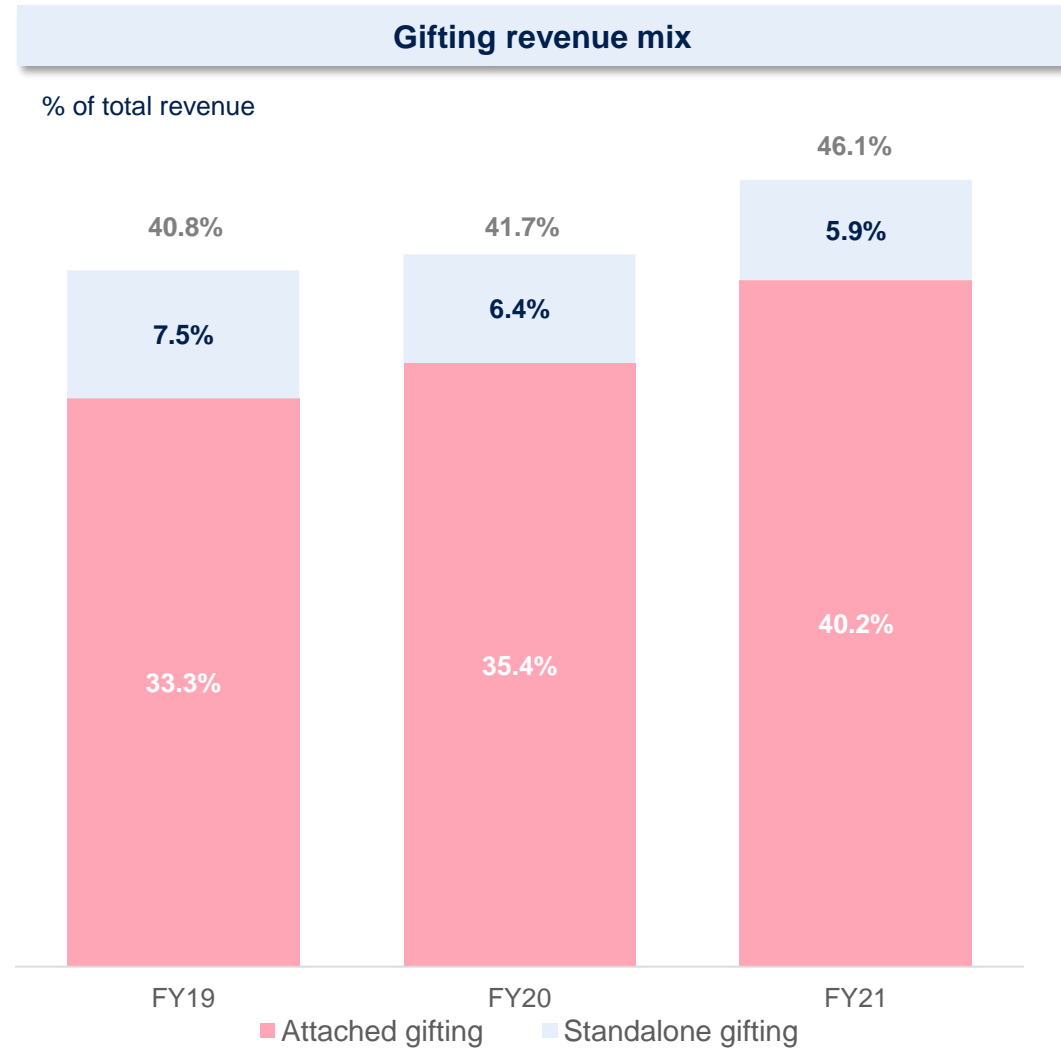
Elevated frequency driving growth in revenue from existing customers

11



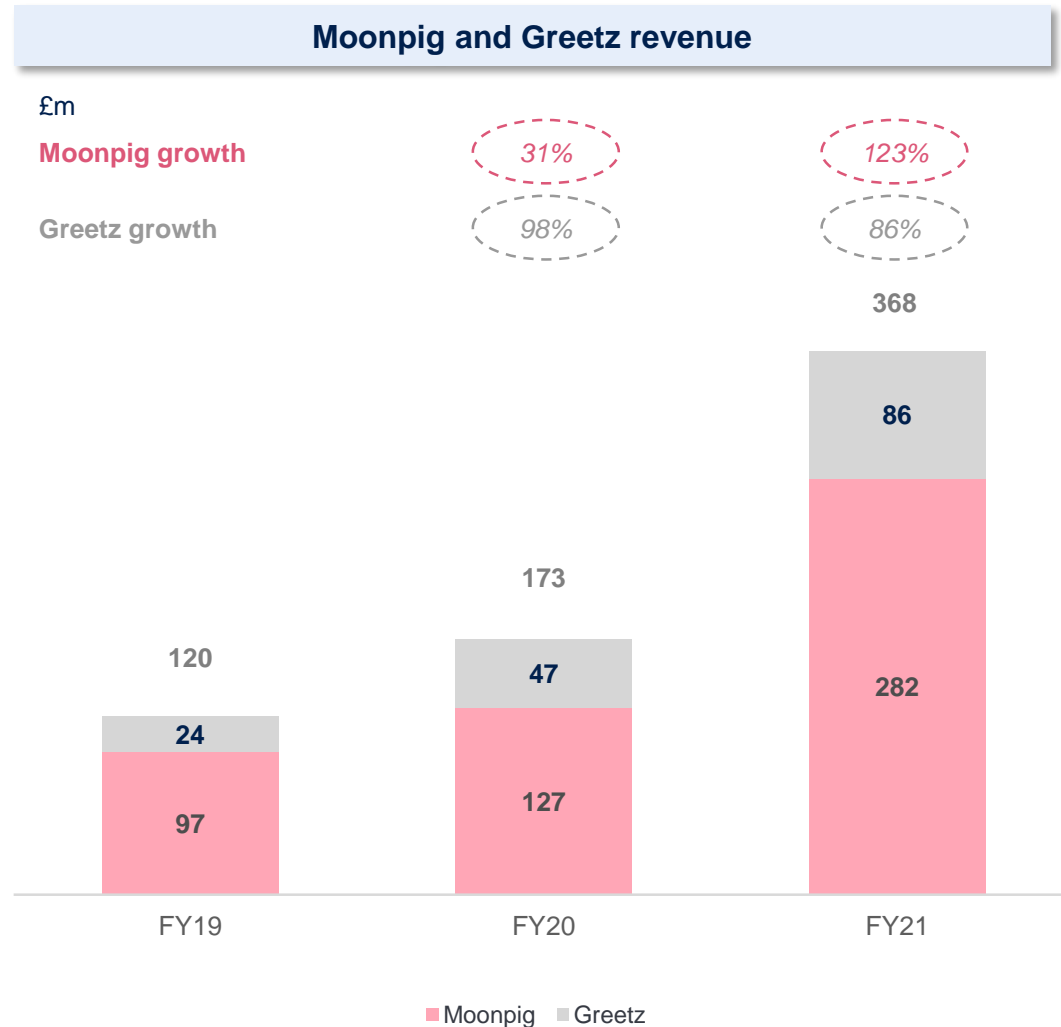
- Existing customer revenue increased due to **unusually elevated frequency**
- Underpinned by increased app penetration, contextual recommendations, reminder setting and targeted marketing

Delivering against the opportunity in gifting



- Attached gifting boosted by **temporary increase in proportion of orders sent direct** to recipient in lockdown
- Underlying increase in attached gifting revenue, reflecting management's ongoing actions in:
 - **Broadening merchandise** offering
 - **Optimising digital user** experience
 - Better leveraging data to **produce more personalised gifting** recommendations

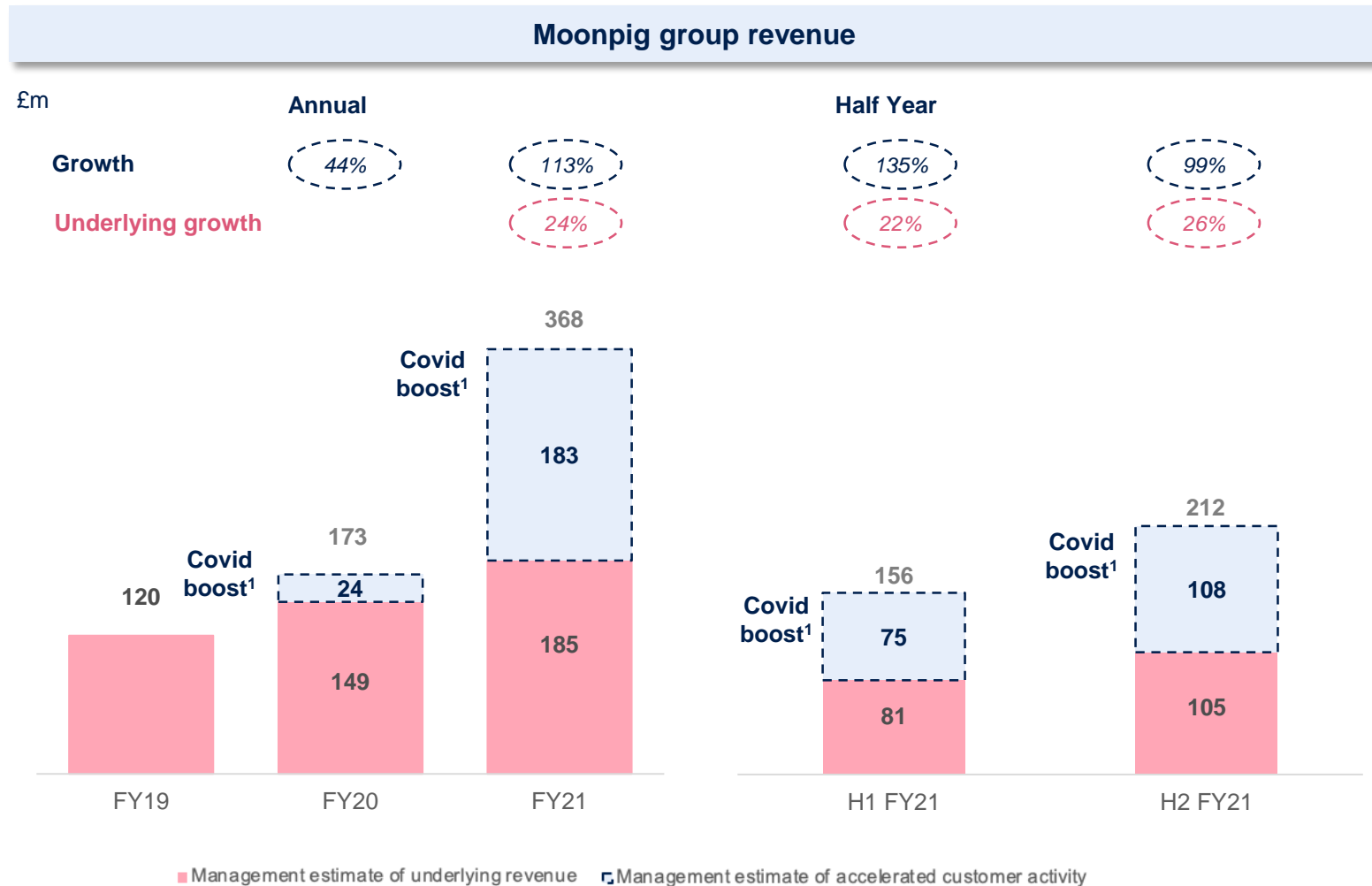
Exceptional revenue growth across both segments



- Group revenue increased by **113%** year on year
- Successful application of the **Moonpig strategy and operational playbook** to **Greetz** delivered **strong growth** across both brands
- **Stronger revenue growth at Moonpig** reflects the benefit from our **new technology and data platform**. Migration of Greetz to this platform is ongoing until the end of calendar 2022

Notes: Greetz acquired in August 2018 and included from acquisition, September 2018 onwards.

Continued double-digit underlying revenue growth



Drivers of Covid Boost

Significant Uplift in New Customer Acquisition

Significant Uplift in Existing Frequency

Anticipated Lasting Impact of Covid Boost

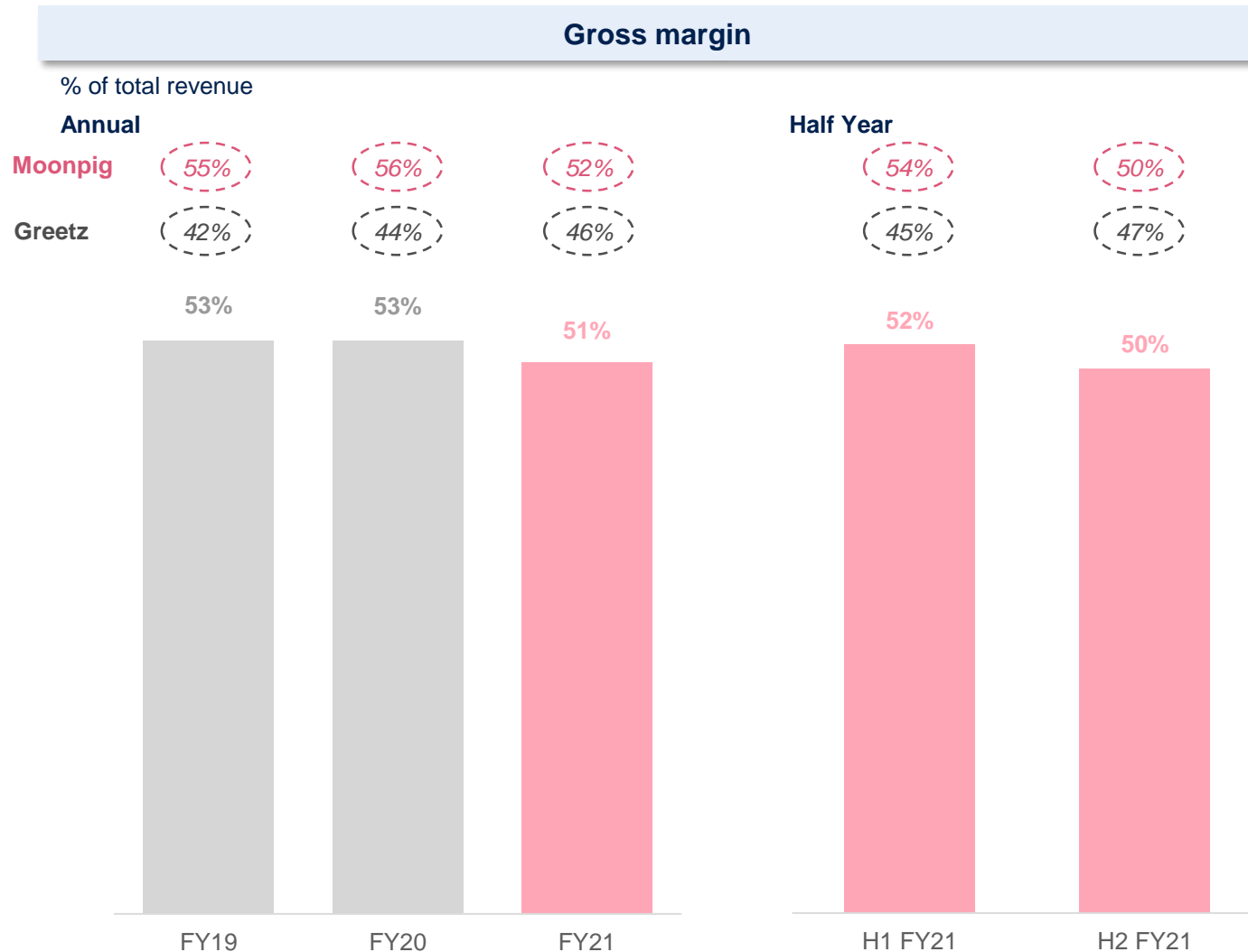
Enlarged Customer Base

Expected Frequency Uplift
(c.5% by FY23)²

Higher Adjusted EBITDA Margin
(c. 24%-25%)³

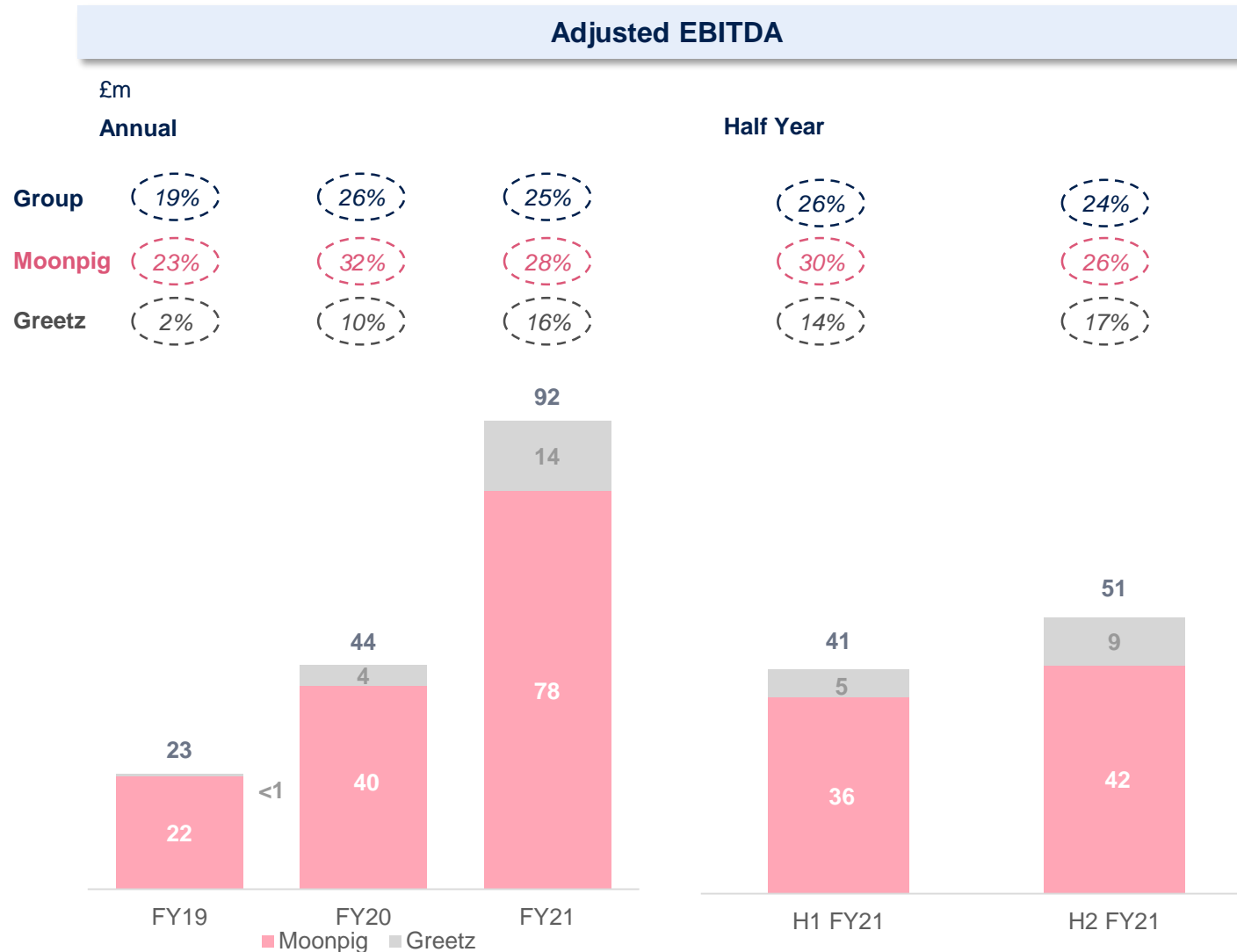
Notes: Greetz acquired in August 2018 and included from acquisition, September 2018 onwards. ¹ Underlying revenue and management estimates of accelerated customer activity as a result of COVID-19 / lockdowns are a management belief statement. ² Growth from FY19 ³ Medium term target

Gross profit margin reflective of investment and category mix



- Group gross profit increased by **103%** to £186m
- Group gross margin rate decreased to **51%**, driven by:
 - Growth in **attached gifting mix**
 - Moonpig **promotional activity** to drive app downloads and reminder setting
 - Increased **outsourced card fabrication**
- Greetz gross margin improved to **46%**, driven by strategic focus shift to prioritise **card growth**, **improved promotional discipline** and **operational efficiencies**

Adjusted EBITDA more than doubled year-on-year



- Adjusted EBITDA **+107%** driven by **revenue growth** and benefits from scale and historical investments to build operating leverage
- We chose to **prioritise market share capture** over short term profit margin rate with additional investment in:
 - Marketing** to drive new customer acquisition
 - Maintaining **operational resilience**
 - Promotional discounting** to drive app download and reminder setting

Note: Adjusted EBITDA is an Alternative Performance Measure. It is calculated as operating profit adding back depreciation and amortisation and adjusting items. Refer to the details set out in the Results Announcement for the year ended 30 April 2021, issued on 27 July 2021.

Strong operating cash flow and cash conversion

£m	2021	2020
Adjusted EBITDA	92.1	44.4
Less: Capital expenditure	(10.8)	(7.7)
Add back: (Increase) in inventories	(12.0)	(0.2)
Add back: (Increase) in trade and other receivables	(1.8)	(1.1)
Add back: Increase in trade and other payables	29.7	15.6
Operating cash flow	97.2	51.0
Operating cash conversion	106%	115%

Note: ¹ Operating cash conversion = operating cashflow/ Adjusted EBITDA

- Operating cash conversion remains strong at **+106%**
- Total capex £10.8m:
 - Ongoing development of our **proprietary technology platform**
 - Raising **production capacity** to meet elevated lockdown volumes
- Increase in inventory for temporary additional **resilience of supply** during lockdown and to **support gifting revenue growth**
- **1.25x** Net Debt / LTM Adjusted EBITDA at FY21, comfortably below guidance at IPO

Capital allocation priorities focus on investment in growth

Organic investment to drive growth

1

Marketing

- Customer acquisition
- Promotional activity for app downloads and reminder setting

Technology

- Data science capabilities
- In-house expertise and platform

Operations

- Enhance flexibility and scalability of production footprint

M&A

2

- **Relevant, value-accretive** M&A opportunities
- **Current markets** and in adjacent areas or technology that will **accelerate our medium-term goals**

Shareholder returns

3

- Do **not** intend to pay a **dividend** as we continue to invest in growth
- Will continue to evaluate dividend policy and shareholder returns over time

Capital allocation priorities remain unchanged

Current trading, outlook and guidance

Current Trading and Outlook

- The new financial year has started moderately ahead of expectations, consistent with the slower lifting of lockdown restrictions in the UK and the Netherlands
- As restrictions have eased, we have seen customer purchase frequency start to normalise from elevated levels, and we expect this to continue until frequency is c.5% ahead of pre-Covid-19 levels, in line with previous expectations
- Repeat behaviour of customers acquired during the past year is consistent with historical cohorts, hence we expect that there will be an enduring uplift in the scale of the business
- In line with our approach during the second half of FY21, we will continue to prioritise additional investments in marketing and market share capture over short term maximisation of profit margin rate

FY22 Guidance

- We now expect Group revenue in FY22 to be approximately £250m to £260m, implying 45% to 50% growth compared to FY20, and an underlying double-digit growth compared to FY21
- As previously stated, this represents a year-on-year decrease in headline revenue, reflecting normalisation of purchase frequency and a headwind from the large cohort of new customers following historical second year spending patterns

Medium Term Targets

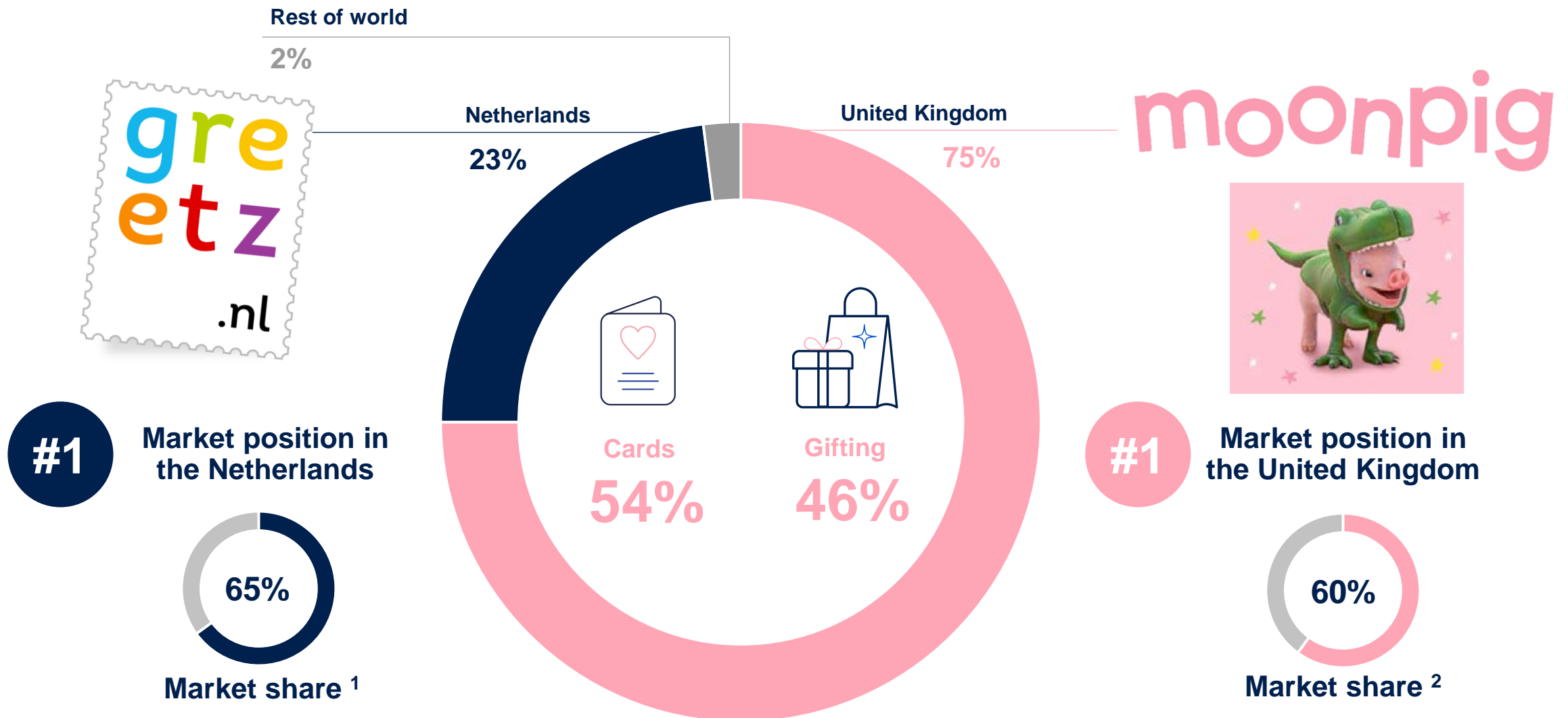
- We continue to target annual percentage revenue growth in the mid-teens in the medium term
- We continue to target an Adjusted EBITDA margin of c.24-25% in the medium term



Strategic progress

Nickyl Raithatha

The clear online market leader in a market shifting rapidly online



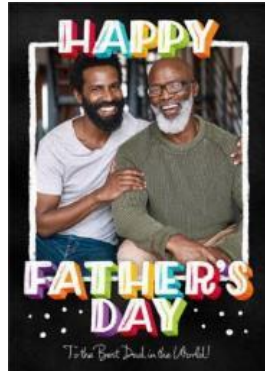
Note: ¹ OC&C estimates in 2019 - Greetz market share among the top 3 online card players; ² OC&C estimates in 2019 - Moonpig market share in the UK among card specialists

Our Card-first Strategy Provides a Disruptive Gifting Platform with Clear Competitive Advantages...



Card-first

*Profitable customer acquisition
with high loyalty*

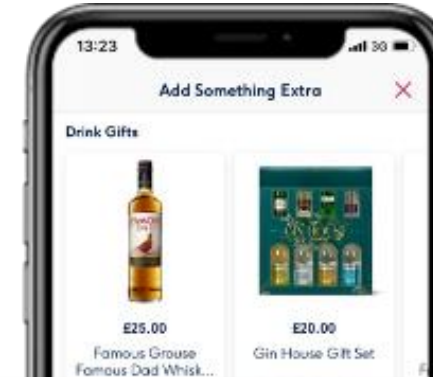


- ✓ 54⁽¹⁾ million card buyers in UK & NL
- ✓ Structural shift to online
- ✓ Market leadership supports profitable customer acquisition
- ✓ High frequency, recurring purchase occasions
- ✓ Loyal customers



Gift Attach

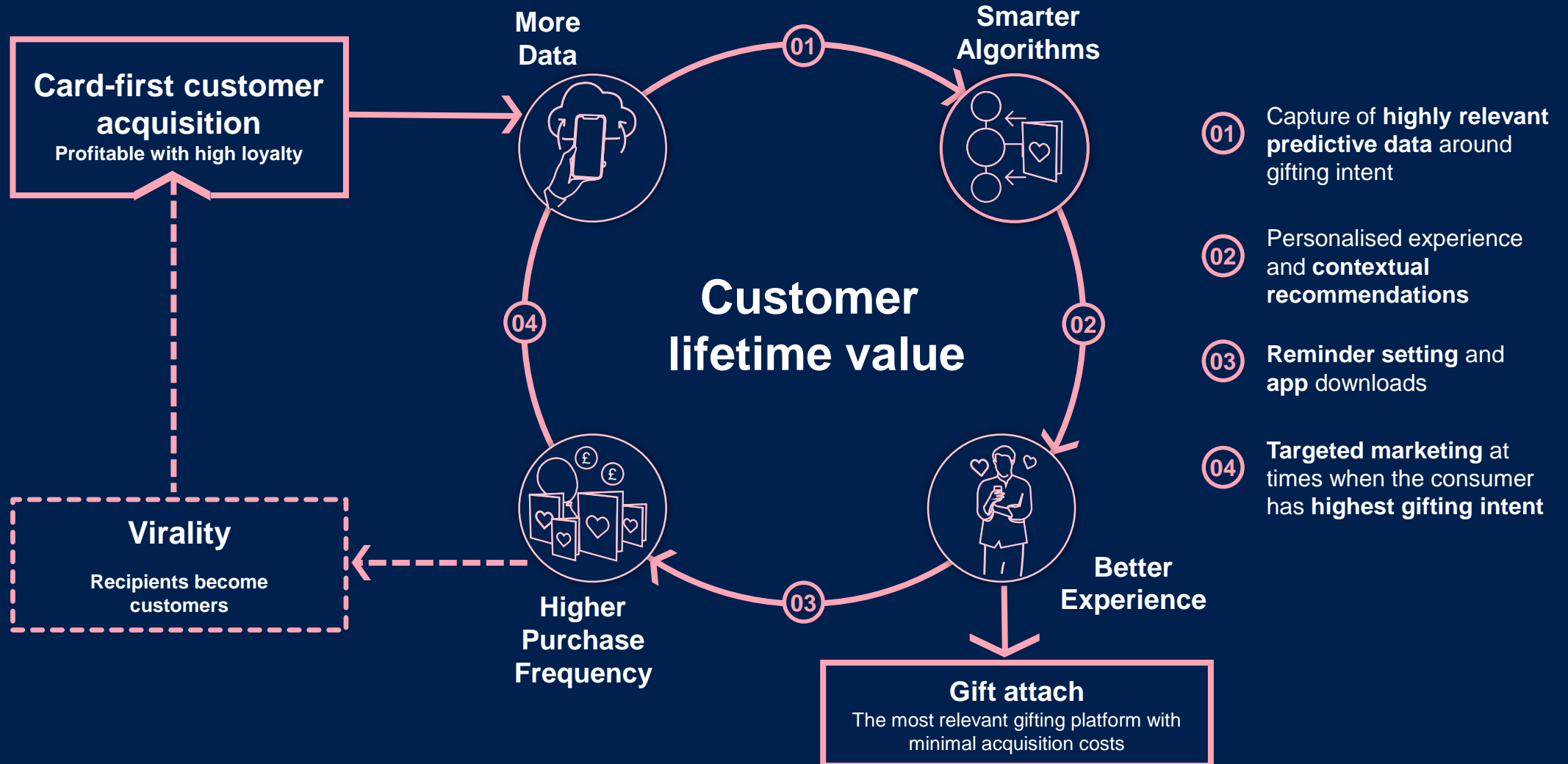
*The most relevant gifting platform
with minimal acquisition cost*



- ✓ >70%⁽²⁾ cards given with a gift
- ✓ Card-first journey drives highly relevant gift recommendations
- ✓ Purchase intent high post card creation
- ✓ Zero marketing costs, supporting high margins
- ✓ Sidesteps expensive online competition for gifts/flowers

A data-driven growth flywheel ...

Virtuous Cycle driving strong customer retention and lifetime value



... with distinct competitive advantages

1



Brand power

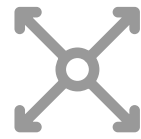
Clear market leader,
with **two** category defining
brands and 89%¹ **prompted
brand awareness**

Media purchasing power multiple
times higher than nearest
competitor

Viral effect driving growth:
recipients become customers

**Card first strategy underpins
profitable unit economics**

2



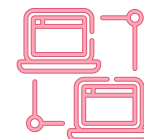
Scale

73m cards and gifts
Up to 450k orders per day
3x scalability at peak

Capturing **>3x** customer data
daily vs nearest competitor,
reinforcing **data driven
competitive advantage**

Intelligent operations network
providing **scalability and
resilience**

3



Rich data pools

Proprietary algorithms
optimised across:

>50m reminders
>190m transactions²

**Self-learning algorithm
intelligence**

Historical intent data flywheel
driving future purchases

4



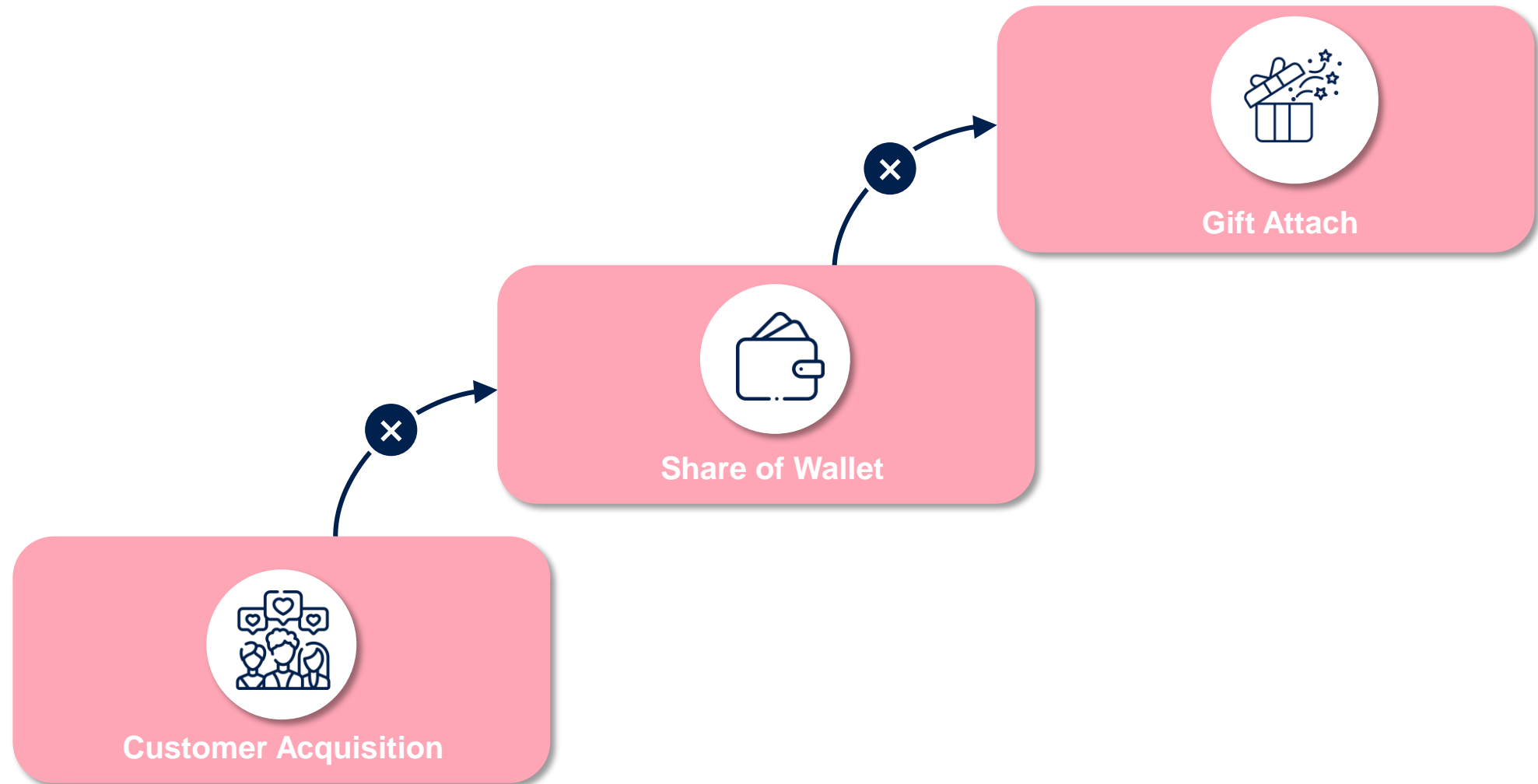
World class platform

Proprietary technology
platform, constantly
optimised through
culture of experimentation

Personalisation of experience
self-improving with
incremental datasets

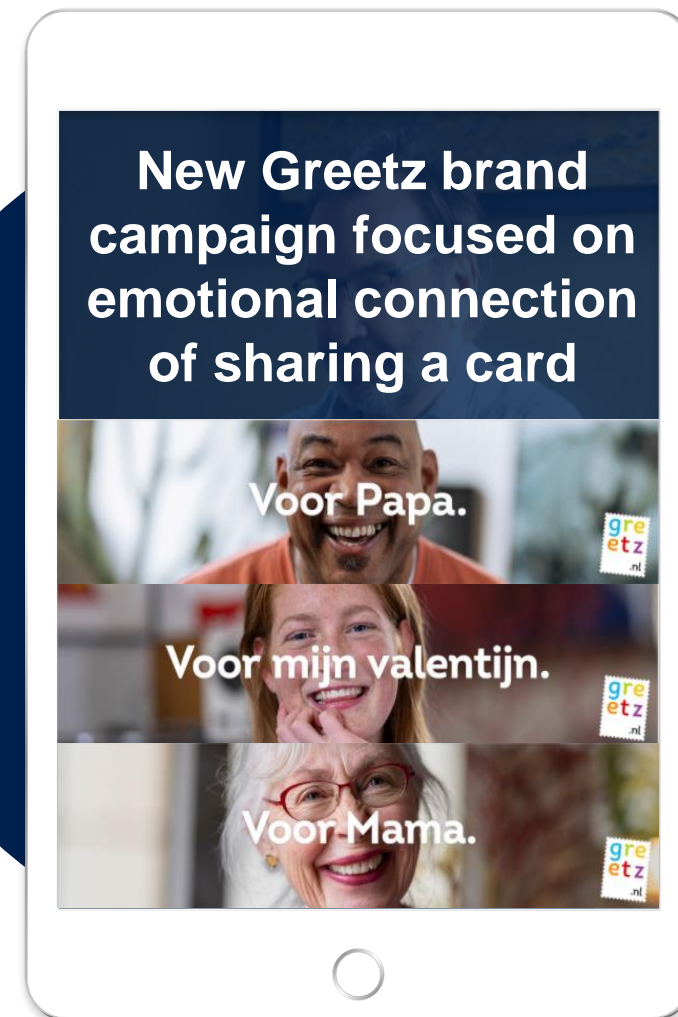
Smart routing technology
drives market leading
cut-off times

We are delivering against our core growth levers



We have invested in marketing to further strengthen our market-leading brands

26



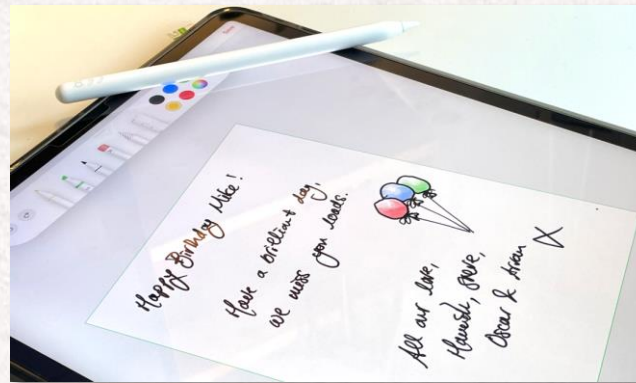
New products, features and service offerings are extending our market reach

Group cards



- **Launched** on the **Moonpig Apps** in the **second half of FY21**
- **Group Cards enable** Moonpig customers to **collect messages** from **friends, family or colleagues**

Digital handwriting



- Our **digital handwriting** and **handwriting upload features** allows customers to add **messages** and **doodles**, adding a further touch of personalisation to their cards
- **One third** of iOS users use our **handwriting upload feature**¹

Service offering

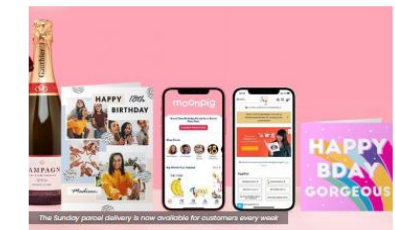


- **Cut-off times** for next day delivery extended to 10pm in NL and 9pm in UK
- Introduced **enhanced order-tracking features** across entire gifting range
- **Sunday delivery** recently launched in UK



Moonpig appoints Royal Mail for Sunday deliveries

By Sarah Hearn - July 6, 2021



// Moonpig to take advantage of Royal Mail's recently launched Sunday delivery service

// The retailer had 60,000 Father's Day gifts delivered on a Sunday

// Royal Mail is responding to the growth in parcel volumes

Moonpig has appointed Royal Mail to deliver packages across the UK on a Sunday.

Continued innovation is improving user experience and driving customer lifetime value

Expansion of card range

27,000

+59%

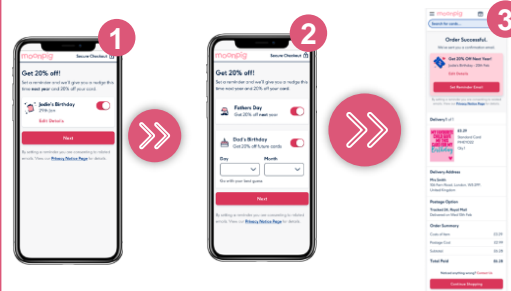
Gaming themed cards

- Total card design range
- YoY growth in card design range
- Added April 2021

Create a Group Card



Reminder collection



Customers are much more likely to set a reminder if:

- Information pre-filled
- Incentive is clear

We introduced a number of optimisations to:

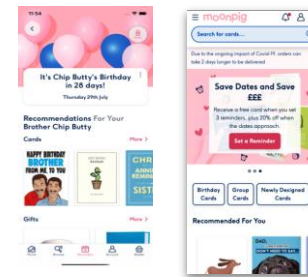
- 1 Make it as easy as possible to set a reminder in the purchase journey
- 2 Allow a customer to set an additional reminder in the purchase journey
- 3 Set a reminder post purchase if they chose not to do so earlier



Personalisation

Our reminder landing pages recommended relevant cards & gifts in one place

By tailoring the results to the relationship & occasion this feature makes reminders even more valuable to customers



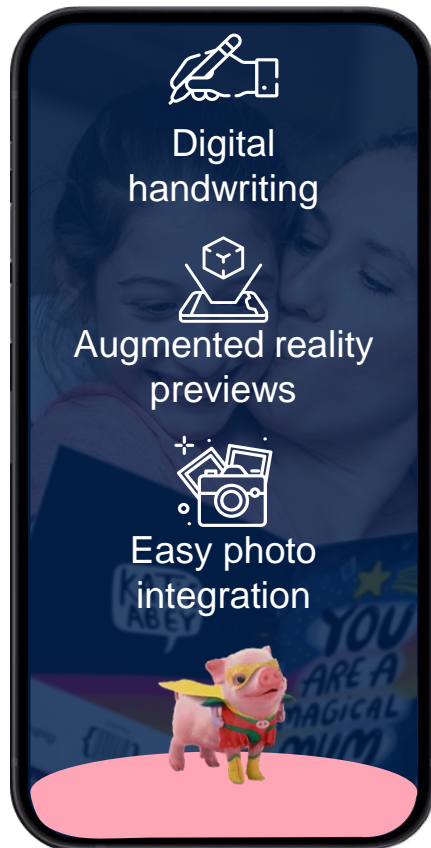
Recommended For You is a new algorithm which takes the cards you have purchased from us 12 months before and recommends similar cards for your occasion this year

>> This product carousel is the second most clicked on content on the Moonpig homepage



We have made significant progress on our journey to becoming an app-first company

New differentiated app features launched in FY21



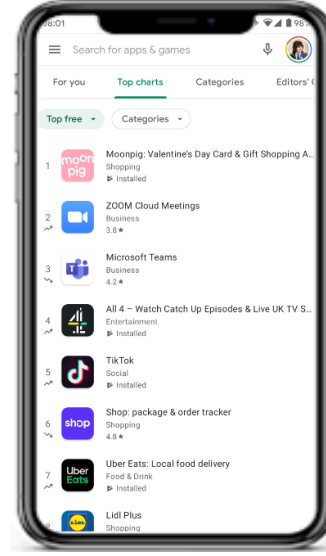
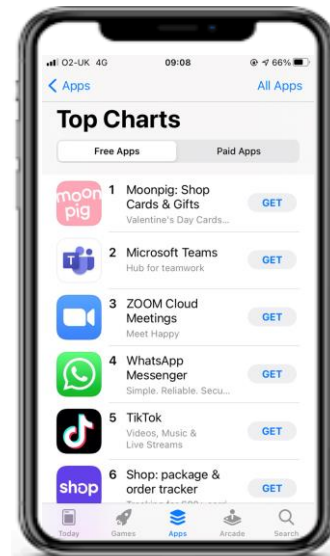
The market leading gifting app ...



iOS: All Apps⁽¹⁾



Android: Free Apps⁽²⁾



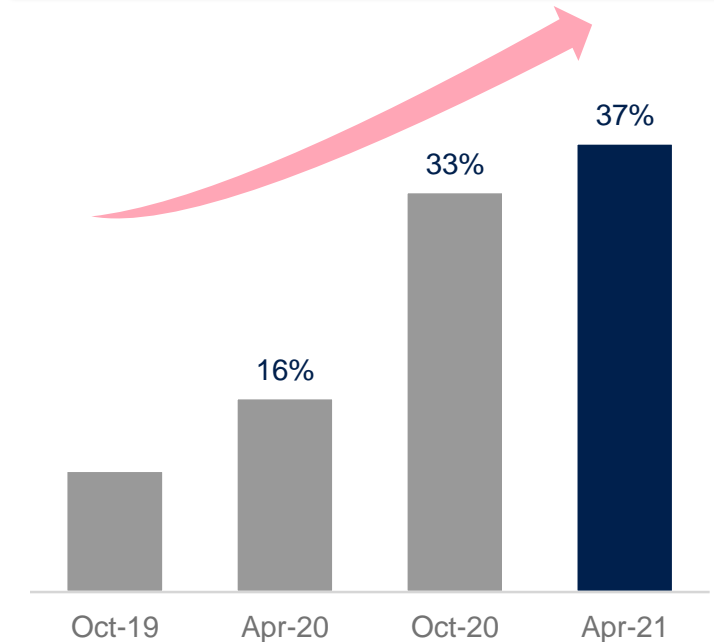
6.1m annual downloads⁽³⁾
with 25m total orders⁽⁴⁾



The best experience for our customers, with a consistently higher lifetime value once customers migrate onto the app

... rapidly growing in share

App orders as % of total orders⁽⁵⁾



Note: (1) Moonpig screenshot as of February 2020. Also number 1 in June 2020. (2) Moonpig as of June 2020. (3) year ended 30 April 2021 Moonpig only. (4) Moonpig.com lifetime cumulative orders. (5) Moonpig

We have materially expanded our gifting proposition, underpinning growth in attached gifting revenue

Commercial proposition

FY 21 achievement



Gift brand partnerships



>70
new brand partnerships



BIRCHBOX♦

Cath Kidston
LONDON



Disney



nutella



GODIVA
Chocolatier



O.P.I



New gift categories



1,400 SKU
total gifting range

+40%
YoY growth in gifting range



Premiumisation



Champagne and luxury gifting range substantially upgraded



Personalisation



30
Global Design Platform publishers

23
publishers' ranges with personalised designs



Upgraded algorithms and user experience complement the expanding gift range to drive more relevance for the customer

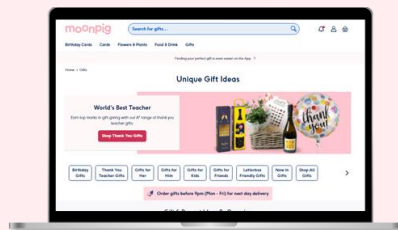
Evolution of recommendation algorithms



Constantly improving algorithms to collect and leverage data to allow more personal and relevant gift recommendations

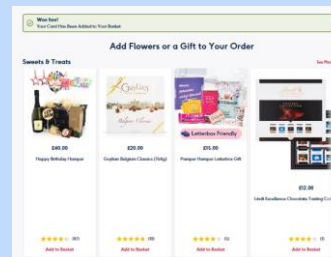
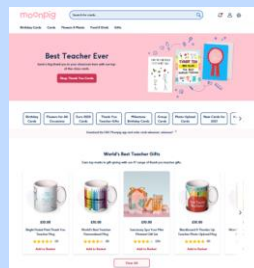
Significant increase in conversion rate and the proportion of customers attaching gifts

Improved gift journey through enhanced search and navigation






Customers can quickly navigate between products, with enhanced filters

Increasing opportunities to attach across customer journey



Surface relevant recommendations earlier in the user journey and increasing the number of opportunities to attach across the customer journey

Our new ESG strategy commits us to eight long-term goals

Environment 	People 	Communities 
1 Net zero carbon emissions (Scope 1 and Scope 2) by 2030	4 Increase the combined leadership representation of women and ethnic minorities to at least 50% by 2025	6 Invest £1.0m between 2020-2025 leveraging the Moonpig Group Foundation to causes that spark moments of joy
2 100% sustainably sourced paper , card and packaging by 2022	5 Reach and maintain an engagement score at or above 72% in line with the New Tech benchmark	7 New hires into technical roles to be at least 45% from women by 2025
3 Reforest at least 330 hectares of woodland by 2025		8 Reach and maintain a customer net promoter score of at least 70

Strong results and an enduring business transformation



Q&A



Appendix

Net debt

Net debt

£m	April 2021	April 2020
Borrowings	(169)	(27)
Lease liabilities	(12)	(14)
Cash and cash equivalents	66	12
Net debt	(115)	(28)

Ratio of net debt to Adjusted EBITDA

£m	April 2021	April 2020
Net debt	115	28
Adjusted EBITDA	92	44
Net debt to Adjusted EBITDA	1.25x	0.64x

- In connection with the demerger, the Group entered into a **Senior Facilities Agreement** comprising a **5-year Term Loan B of £175m** and a **£20m Revolving Credit Facility** (undrawn at year end)
- Net debt to Adjusted EBITDA of 1.25x, lower than anticipated at IPO
- This reflects the Group's **strong trading performance** and **cash flow generation**

Full P&L

£m	April 2021	April 2020	April 2019
Revenue	368	173	120
Cost of sales	(182)	(81)	(57)
Gross profit	186	92	63
Selling and administrative expenses	(149)	(59)	(49)
Other income	2	-	-
Operating profit	39	33	14
Finance income	1	1	1
Finance costs	(6)	(2)	(1)
Profit before taxation	33	32	14
Taxation	(12)	(1)	(0)
Profit after taxation	21	31	14
Profit attributable to:			
Equity holders of the Company	21	31	14
Earnings per share			
Basic (pence)	6.1	NA	NA
Diluted (pence)	6.0	NA	NA

Note: Line items shown are rounded figures but totals calculated from unrounded figures

Adjusted EBITDA reconciliation

£m	April 2021	April 2020	April 2019
Operating profit	39	33	14
Depreciation and amortisation	12	10	6
Adjusting items	42	1	3
IPO Admission related transaction costs	11	-	-
IPO Admission related bonuses	4	-	-
Recognition and remeasurement of pension indemnity	2	(2)	-
Pension provision	(2)	3	-
IPO Admission related share-based payment charges	27	-	-
Restructuring and other	-	1	3
Adjusted EBITDA	92	44	23

Note: Line items shown are rounded figures but totals calculated from unrounded figures