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Secondary Placing of approximately 20m ordinary shares in Moonpig Group plc (“Moonpig” or the “Company”)

04 September 2024

Exponent Private Equity, Lexington Partners, Blackstone Group, LGT Capital Partners, GoldPoint, KAUST Investment Management Company, Storebrand International Private Equity and Patria Investments, (the **“Selling Shareholders”**) announce today the successful completion of a secondary placing of their remaining shareholding of approximately 20 million ordinary shares in Moonpig (the **“Placing Shares”**) to institutional investors at a price of 200 pence per share (the **“Placing”**) raising aggregate gross sale proceeds of approximately £41 million. Following settlement of the Placing, the Selling Shareholders will have fully exited their position and will no longer hold any remaining shares in Moonpig. The Placing Shares represent approximately 5.9% of Moonpig’s issued share capital.

Citigroup Global Markets Limited (**“Citi”**), J.P. Morgan Securities plc, which conducts its UK investment banking activities as J.P. Morgan Cazenove (**“J.P. Morgan Cazenove”**) and Jefferies International Limited (**“Jefferies”**) are acting as Joint Global Coordinators and Joint Bookrunners in connection with the Placing.

Moonpig will not receive any proceeds from the Placing.

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This announcement is not for publication or distribution, directly or indirectly, in or into the United States of America. This announcement is not an offer of securities for sale into the United States. The securities referred to herein have not been and will not be registered under the U.S. Securities Act of 1933, as amended, and may not be offered or sold in the United States, except pursuant to an applicable exemption from registration. No public offering of securities is being made in the United States.

In member states of the European Economic Area (**“EEA”**), this announcement and any offer of Placing Shares if made subsequently is directed exclusively at persons who are “qualified investors” within the meaning of the Prospectus Regulation (**“Qualified Investors”**). For these purposes, the expression “Prospectus Regulation” means Regulation (EU) 2017/1129. In the United Kingdom this announcement is only being distributed to, and is only directed at, and any investment or investment activity to which this announcement relates is available only to, and will be engaged in only with, Qualified Investors who are

(i) investment professionals falling within Article 19(5) of the UK Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended) (the “Order”); or (ii) high net worth entities falling within Article 49(2)(a) to (d) of the Order, or (iii) other persons to whom an offer of the Placing Shares may otherwise be lawfully communicated (all such persons together being referred to as “relevant persons”). Persons who are not relevant persons should not take any action on the basis of this announcement and should not act or rely on it.

No prospectus or offering document has been or will be prepared in connection with the Placing. Any investment decision in connection with the Placing must be made on the basis of all publicly available information relating to Moonpig and its shares. Such information has not been independently verified and the Sellers and the Joint Global Coordinators are not responsible, and expressly disclaim any liability, for such information. The information contained in this announcement is for background purposes only and does not purport to be full or complete. No reliance may be placed for any purpose on the information contained in this announcement or its accuracy or completeness.

In connection with the Placing, the Joint Global Coordinators or any of their respective affiliates may take up a portion of the Placing Shares as a principal position and in that capacity may retain, purchase, sell or offer to sell for its own account such Placing Shares and other securities of Moonpig or related investments in connection with the Placing or otherwise. Accordingly, references to the Placing Shares being issued, offered, subscribed, acquired, placed or otherwise dealt in should be read as including any issue or offer to, or subscription, acquisition, placing or dealing by the Joint Global Coordinators and any of its respective affiliates acting as investors for their own accounts. The Joint Global Coordinators do not intend to disclose the extent of any such investment or transactions otherwise than in accordance with any legal or regulatory obligations to do so.

This announcement does not purport to identify or suggest the risks (direct or indirect) which may be associated with an investment in Moonpig or its shares.

This announcement does not constitute a recommendation concerning the Placing. The price and value of securities and any income from them can go down as well as up. Past performance is not a guide to future performance. Acquiring Placing Shares to which this announcement relates may expose an investor to a significant risk of losing all of the amount invested. Potential investors should consult a professional advisor as to the suitability of the Placing for the entity or person concerned. This announcement does not represent the announcement of a definitive agreement to proceed with the Placing and, accordingly, there can be no certainty that the Placing will proceed. The Sellers reserve the right not to proceed with the Placing or to vary the terms of the offering in any way.

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Certain figures contained in this announcement, including financial information, have been subject to rounding adjustments. Accordingly, in certain instances, the sum or percentage change of the numbers contained in this announcement may not conform exactly with the total figure given.

This announcement includes statements that are, or may be deemed to be, forward-looking statements. These forward-looking statements may be identified by the use of forward-looking terminology, including the terms “intends”, “expects”, “will”, or “may”, or, in each case, their negative or other variations or comparable terminology, or by discussions of strategy, plans, objectives, goals, future events or intentions. These forward-looking statements include all matters that are not historical facts and include statements regarding intentions, beliefs or current expectations. No assurances can be given that the forward-looking statements in this announcement will be realised. As a result, no undue reliance should be placed on these forward-looking statements as a prediction of actual events or otherwise.