

Modern Slavery Statement 2025 for Moonpig Group plc

Introduction

Modern slavery, including all forms of slavery, servitude, forced and compulsory labour and human trafficking, is an abhorrent abuse of human rights.

Moonpig Group plc (“Moonpig Group” or the “Group”) is committed to ensuring full respect for anyone working for us, in any capacity. We take a zero tolerance approach to modern slavery in our business operations and supply chains.

Our structure, business and supply chains

At Moonpig Group our purpose is to create better, more personal connections between people that care about each other. At heart we are a technology platform but our customers know us as the leading online destination for greeting cards, gifts and flowers. We are an international group, comprising the Moonpig, Greetz, Buyagift and Red Letter Days brands.

The Greetz brand operates in the Netherlands and is therefore outside the scope of this statement.

All key outsourcers and logistics providers to our UK businesses are also based in the UK, albeit their supply chains are in some cases global. The main categories in our supply chain relate to:

- Technology services, primarily software as a service (“SaaS”) providers for our technology platform.
- Logistics and outbound shipping services.
- Paper and other materials used in the fabrication of greeting cards.
- Gifts purchased for resale.

Our policies and governance

The Board of Moonpig Group has overall responsibility for the Group’s approach to anti-slavery, whilst day-to-day responsibility sits with the Executive Committee. Slavery and human trafficking risks are managed through the Group’s “three lines of defence” risk management framework (as set out in the Group’s FY25 Annual Report and Accounts).

The Group has the following policies that are directly relevant to modern slavery and human trafficking:

- Anti-Slavery and Human Trafficking Policy. The policy was most recently approved in October 2025 and we will continue to review the policy annually to ensure that it remains comprehensive.
- Supplier Code of Conduct. This was most recently updated and approved in October 2025 and is published on the Group’s corporate website. As a part of our

supplier on-boarding process, we share the Code of Conduct with all new suppliers and ask them to adhere to it. We annually assess our key suppliers on their commitment to actively take necessary steps to ensure modern slavery and human trafficking is not taking place in any of their supply chains or in any part of their organisations.

- Anti-Bribery and Anti-Corruption Policy. This policy is approved annually and was most recently approved in January 2025.
- Whistleblowing Policy. Our people and commercial partners have access to an external whistleblowing service to report any legal or ethical breaches, including those relating to modern slavery. All matters reported (including in relation to modern slavery) are brought to the attention of the Audit Committee, and the Board. This policy is reviewed annually and was most recently approved in January 2025.

Due diligence processes

We hire all people based on a thorough recruitment process that includes immigration checks to safeguard against trafficking and forced labour.

We require suppliers of the Moonpig UK businesses which are classified as high risk industry/countries of operations (as set out in government guidelines) to complete a modern slavery risk assurance questionnaire using an automated tool.

During the year under review we:

- Completed a comprehensive review of our risk assessment process and as a result, introduced additional retrospective reviews of all current suppliers. High risk suppliers were identified and re-evaluated to assess their ongoing commitment to eliminating modern slavery risk within their supply chain.
- Introduced additional annual re-assessments for key suppliers with previously high risk scores to ensure continuous monitoring and stronger oversight of our supply chain.
- Enhanced our onboarding process for new suppliers to introduce an additional risk scoring matrix.
- Conducted a market review of modern slavery risk assessment tools through a tender process, resulting in the adoption of an improved assessment platform with advanced capabilities and reporting functions.

In FY26 we will continue our work with our supply chain modern slavery risk assessment platform partner to deliver further efficiencies and automation in our supply chain modern slavery risk assessments.

We require first-tier suppliers to cascade our modern slavery standards through their own supply chains in accordance with our Supplier Code Of Conduct.

A Modern Slavery Schedule which outlines expectations of suppliers in terms of due diligence procedures, reporting breaches and training is appended to the relevant

contracts with suppliers. We negotiate to include anti-modern slavery clauses in our supplier contracts.

Risk assessment and management

As a technology platform, our main human trafficking risks relate to supply chains for physical products, with lower risks with our SaaS technology service providers. For our in-house printing and warehouse operations, we seek to mitigate risk of modern slavery through having rigorous recruitment and hiring processes in place.

We have not found any International Labour Organization (“ILO”) indicators of forced labour as follows: abuse of vulnerability; deception; restriction of movement; isolation; physical and sexual violence; intimidation and threats; retention of identity documents; withholding of wages; debt bondage; abusive working and living conditions; and excessive overtime.

Organisational effectiveness

We operate an automated tool which enables us to track progress against modern slavery risks in our supply chain. This includes tracking of the number of modern slavery and human trafficking assessments conducted and the percentage of suppliers with modern slavery and human trafficking policies in place.

Training and capacity building

We require all employees and contractors to complete annual online training so that they understand the risks of modern slavery and human trafficking both in our own operations and in our supply chain. We also provide specific additional training to employees in our supply chain functions to equip them for the identification and prevention of modern slavery.

We communicated our Anti-Slavery and Human Trafficking Policy to all employees during the year.

Modern Slavery Statement 2025

This statement is published in accordance with section 54(1) of the Modern Slavery Act 2015 and outlines our approach and work undertaken in relation to the financial year ended 30 April 2025. It is made on behalf of Moonpig Group plc, Cards Holdco Limited, Moonpig.com Limited and Experience More Limited.

This statement was approved by the Board of Directors of Moonpig Group plc on 21 October 2025.



Nickyl Raithatha
CEO and Director
21 October 2025