

Environmental Policy

Moonpig Group is committed to being a responsible, sustainable business. This Environmental Policy sets out our commitment to supporting the principles of environmental sustainability, recognising our obligation to all stakeholders to protect the environment.

The Policy applies to all employees and contractors of Moonpig Group plc (the "Company") and its subsidiaries (together, "Moonpig Group", "we" and "our").

Commitments

Moonpig Group is committed to:

- Protecting the environment by preventing, or where this is not possible, minimising our environmental impact.
- Complying with all relevant environmental laws and regulations applicable to the jurisdictions in which the Group has operations.
- Improving the Group's environmental sustainability performance by progressively reducing our greenhouse gas (GHG) emissions in line with our net zero commitments validated by the Science Based Targets Initiative ("SBTi").
- Engaging with suppliers to reduce greenhouse gas emissions in our value chain.
- Decreasing the amount of waste generated in our business utilising reduce, reuse, and recycle principles.
- Using natural resources and energy more efficiently, including maximising our use of reusable and recyclable materials and ensuring that the paper and card we use in our cards, envelopes and packaging is sustainably sourced.
- Implementing measures to create environmental awareness on the part of internal and external stakeholders, and consulting with stakeholders on environmental issues where relevant and appropriate.
- Monitoring the Company's environmental performance on an ongoing basis.
- Reporting regularly on environmental matters in accordance with relevant reporting standards and guidelines.
- Investing in clean energy, aiming for renewable electricity sources in our locations and using on-site solar generation where possible.
- Monitoring and reducing water use where practicable, and preventing pollution by maintaining robust controls for potentially polluting substances.

Implementation

Moonpig Group will fulfil these commitments by:

- Ensuring that the Board of Moonpig Group has oversight of environmental performance.
- Operating a Sustainability Working Group, comprising the Chief Financial Officer, Chief Operations Officer and individuals in key finance and sustainability roles, to coordinate sustainability-related planning, delivery against those plans and sustainability disclosure.
- Promoting stakeholder environmental awareness and understanding of the environmental impacts of Moonpig Group's operations and its value chain.
- Engaging with our suppliers to reduce their environmental impact and carbon footprint, including obtaining commitments that they will set net zero targets that are aligned to SBTi.
- Monitoring sustainability risks, including climate related risks, as part of the Group's Risk Management Framework.
- Measuring, monitoring and reporting on a range of sustainability-related metrics.
- Reporting in our Annual Report on progress against our sustainability goals, including our validated SBTi net zero targets.
- Reporting in our Annual Report on environmental matters in accordance with relevant reporting standards and guidelines such as the Task Force on Climate-Related Financial Disclosures and IFRS Sustainability Standards.

Approval

Approved by the Board of Directors of Moonpig Group plc on 17 March 2026.