

18 March 2026

Moonpig Group plc

Continued strong profit performance and cash generation

New £65m share buyback announced

Moonpig Group plc (the "Group"), the leading online greeting card and gifting platform in the UK and the Netherlands, today provides an update on trading for the current financial year ending 30 April 2026.

Overall, the Group has continued to trade in-line with expectations through the second half of the year and we expect to deliver our FY26 guidance of mid-single digit percentage growth in Group Adjusted EBITDA. We anticipate growth in Adjusted earnings per share to be at the top-end of our guidance of 8% to 12% growth, supported by strong free cash flow generation and the accretive impact of buybacks.

We expect Moonpig to deliver high single digit percentage revenue growth for the full year. Greetz has maintained low single digit percentage revenue growth in constant currency and continues to benefit from foreign exchange translation on a sterling basis. Experiences has traded slightly ahead of our previous expectations and we anticipate a mid-single digit percentage revenue decrease for the full year.

We are on course to complete £60 million of FY26 share buybacks by financial year-end. Our balance sheet remains strong, with leverage expected to be c.1.1x Adjusted EBITDA as at 30 April 2026. Reflecting both our continued strong free cash flow generation and confidence in the outlook for the Group, the Board announces its intention to commence a further share buyback of up to £65 million in FY27.

Catherine Faiers, CEO, commented:

"Having joined the Group at the start of March, I have spent my first weeks meeting teams across the UK and the Netherlands and immersing myself in the business. I have been particularly struck by the strength of our brands, the commitment of our colleagues and the depth of capability across the organisation.

Moonpig benefits from a compelling customer proposition and leading market positions in online greeting cards and gifting. Looking ahead, I see a clear opportunity to build on our proprietary data and strong customer relationships to become even more relevant to customers and inspire even greater creativity in how people celebrate and connect.

With our strong brands, loyal customer base and highly cash generative model, I am confident the Group is well positioned to deliver sustained growth over the years ahead."

Enquiries

Brunswick Group
Tim Danaher

+44 20 7404 5959, moonpig@brunswickgroup.com

Moonpig Group
Catherine Faiers, Chief Executive Officer
Andy MacKinnon, Chief Financial Officer

investors@moonpig.com, pressoffice@moonpig.com

Next scheduled event

On 25 June 2026, Moonpig Group will announce its full year results for the year ending 30 April 2026.

About Moonpig Group

Moonpig Group plc (the "Group") is a leading online greeting cards and gifting platform, comprising the Moonpig, Buyagift and Red Letter Days brands in the UK and the Greetz brand in the Netherlands. The Group is the online market leader in cards in both of its markets and is also the UK market leader in gift experiences.

The Group's leading customer proposition includes an extensive range of cards, a curated range of gifts, personalisation features and next day delivery offering. The Group offers its products through its proprietary technology platforms and apps, which utilise unique data science capabilities designed by the Group to optimise and personalise the customer experience and provide scalability. Learn more at <https://www.moonpig.group/>.

Forward Looking Statements

This announcement contains certain forward-looking statements with respect to the financial condition, results or operation and businesses of Moonpig Group plc. Such statements and forecasts by their nature involve risks and uncertainty because they relate to future events and circumstances. There are a number of other factors that may cause actual results, performance or achievements, or industry results, to be materially different from those projected in the forward-looking statements.

These factors include general economic and business conditions; changes in technology; timing or delay in signing, commencement, implementation and performance of programmes, or the delivery of products or services under them; industry; relationships with customers; competition; and ability to attract personnel. You are cautioned not to rely on these forward-looking statements, which speak only as of the date of this announcement. We undertake no obligation to update or revise any forward-looking statements to reflect any change in our expectations or any change in events, conditions or circumstances.