16 September 2026

Moonpig Group plc

AGM TRADING UPDATE

Group trading in line with expectations; FY27 outlook unchanged

Moonpig Group plc (the "Group"), the leading online greeting card and gifting platform in the UK and the Netherlands, is holding its Annual General Meeting today. In advance of this, the Group provides an update on its performance to date for the current financial year ("FY27"), which commenced on 1 May 2026.

Overall, Group trading has been in line with our expectations since the start of the year, therefore the FY27 outlook remains unchanged.

At Moonpig, revenue growth is being driven by both orders and average order value. Order growth reflects the continued expansion of the active customer base, while average order value is increasing through product upsell and modest growth in gift attach rate. Moonpig is progressing its multi-year strategy to increase the choice of delivery services available to customers, broadening its range across both value-based and premium next-day options. Greetz continues to deliver modest year-on-year growth on both a reported and constant currency basis.

At Experiences, online gross transaction value continues to grow, driven by our focus on strengthening the product range. Reported revenue remains lower year-on-year, reflecting the managed exit from certain third-party retail partnerships and the reinvestment of commission revenue into an improved recipient proposition. We expect revenue at Experiences to move into year-on-year growth during the second half of the financial year.

Our financial framework remains unchanged. Our goal is to deliver sustainable, high-quality growth supported by strong returns and consistent capital allocation. We are targeting mid-to-high single digit percentage annual revenue growth and an Adjusted EBITDA margin of 25% to 27%. We aim to deliver double-digit percentage growth in Adjusted earnings per share alongside the continued return of excess capital through share buybacks.

Catherine Faiers, CEO, commented:

"I am pleased with the progress we have made in the year to date and the disciplined execution of our strategy across the Group. Customers continue to choose us to help them recognise life's important moments, reflecting the ongoing relevance of Moonpig's proposition. We are focused on investing in our platform, brands and customer experience while delivering sustainable, profitable growth. We remain confident in our outlook for the year."

Enquiries

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About Moonpig Group

Moonpig Group plc (the "Group") is a leading online greeting cards and gifting platform, comprising the Moonpig, Red Letter Days and Buyagift brands in the UK and the Greetz brand in the Netherlands. 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.