

28 September 2021

## **Moonpig Group plc**

### **Trading Update**

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 from 30 April 2021 to date.

Trading in the year to date has been strong. Frequency remains elevated following a limited change in consumer mobility through the summer, despite the lifting of lockdown restrictions. In light of this, we are raising our guidance for Group revenue in FY22, which we now expect to be between approximately £270 million and £285 million.

We have invested at a higher rate in the long-term growth drivers of our business, including promotional activity to drive strategic levers such as app downloads and customer reminder setting, and through the development of our technology platform.

As people return to offices and conditions normalise, the data we collect on customer behaviour will provide important insights. At the current time, our view on underlying growth trends, and our medium-term growth and margin targets, remains unchanged.

#### **Enquiries**

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#### **About Moonpig**

Moonpig Group plc (the "Group") is a leading online greeting card and gifting platform, comprising the Moonpig brand in the UK and the Greetz brand in the Netherlands. In both markets, the Group is the clear online market leader in cards.

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.