

Board Diversity Policy

February 2022



Moonpig Group plc Board Diversity Policy

This document sets out the Company's policy on diversity with respect to the Board of Directors, the Group Leadership Team and their direct reports within the Extended Leadership Team.

The Board considers that diversity is essential for Board effectiveness and business competitive advantage. The Board considers that diversity encompasses a broad range of factors, such as gender, ethnicity, physical abilities, sexual orientation, education and socio-economic background, nationality, country or cultural background, together with diversity of skills, background, knowledge and experience."

The Board, supported by the Nomination Committee, aims to:

- Meet or exceed the Hampton Alexander Review recommendation for at least 33% female representation on the Moonpig Group plc Board by the time of the 2022 Annual General Meeting.
- Meet or exceed the Parker Review target to have one or more Directors from a diverse ethnic background by 2024.
- Increase the representation of women and ethnic minorities in Extended Leadership Team (comprising the Group Leadership Team and their direct reports who are designated as members of the Extended Leadership Team) to 50% in aggregate by 2025.
- Encourage and monitor the development of internal high calibre employees, including considering all aspects of diversity, to help support the internal talent pipeline for succession at both Board and senior management level.
- Seek only to engage, in its search for Board candidates, with executive search firms that are signatories to the Voluntary Code of Conduct for Executive Search Firms;
- Oversee plans for diversity and inclusion across the business and receive updates from the Group Leadership Team regularly.
- Ensure, in accordance with paragraph 23 of the UK Corporate Governance Code, that the Group's Annual Report sets out its policy on diversity and inclusion, its objectives and linkage to company strategy, how it has been implemented and progress on achieving the objectives.

The Nomination Committee shall review annually progress made against these policy objectives and report to the Board on the outcome of its review. The Nomination Committee shall also make recommendations to the Board which it considers necessary to achieve these objectives.

Key elements of this policy will be disclosed in the Annual Report.

Approved and adopted by the Board on 24 February 2022