Moonpig Group plc

2024 CDP Corporate Questionnaire 2024

Word version

Important: this export excludes unanswered questions

04/22/2025, 06:44 pm

Contents

C1. Introduction

(1.1) In which language are you submitting your response?

Select from:
☑ English

(1.2) Select the currency used for all financial information disclosed throughout your response.

Select from:
☑ GBP

(1.3) Provide an overview and introduction to your organization.

(1.3.2) Organization type

Select from:
☑ Publicly traded organization

(1.3.3) Description of organization

Moonpig Group plc (the "Group") is a leading online greeting card 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 clear 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 a 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. The Group is listed on the London Stock Exchange. Learn more at https://www.moonpig.group/.
[Fixed row]

(1.4) State the end date of the year for which you are reporting data. For emissions data, indicate whether you will be providing emissions data for past reporting years.

	End date of reporting year	Alignment of this reporting period with your financial reporting period	Indicate if you are providing emissions data for past reporting years
	04/29/2024	*Select from:* ☑ Yes	*Select from:* ☑ No

[Fixed row]

(1.4.1) What is your organization's annual revenue for the reporting period?

341100000

(1.5) Provide details on your reporting boundary.

	Is your reporting boundary for your CDP disclosure the same as that used in your financial statements?
	Select from: ☑ Yes

[Fixed row]

(1.6) Does your organization have an ISIN code or another unique identifier (e.g., Ticker, CUSIP, etc.)?

ISIN code - bond

(1.6.1) Does your organization use this unique identifier?

Select from:

☑ No

ISIN code - equity

(1.6.1) Does your organization use this unique identifier?

Select from:
☑ Yes

(1.6.2) Provide your unique identifier

GB00BMT9K014

CUSIP number

(1.6.1) Does your organization use this unique identifier?

Select from:
☑ No

Ticker symbol

(1.6.1) Does your organization use this unique identifier?

Select from:
☑ Yes

(1.6.2) Provide your unique identifier

MOON.L

SEDOL code

(1.6.1) Does your organization use this unique identifier?

Select from:
☑ No

LEI number

(1.6.1) Does your organization use this unique identifier?

Select from:
☑ Yes

(1.6.2) Provide your unique identifier

213800VAYO5KCAXZHK83

D-U-N-S number

(1.6.1) Does your organization use this unique identifier?

Select from:
☑ No

Other unique identifier

(1.6.1) Does your organization use this unique identifier?

Select from:
☑ No
[Add row]

(1.7) Select the countries/areas in which you operate.

Select all that apply
☑ Australia
☑ Ireland
☑ Netherlands
☑ United Kingdom of Great Britain and Northern Ireland

☑ United States of America

(1.24) Has your organization mapped its value chain?

(1.24.1) Value chain mapped

Select from:

☑ Yes, we have mapped or are currently in the process of mapping our value chain

(1.24.2) Value chain stages covered in mapping

Select all that apply

☑ Upstream value chain

☑ Downstream value chain

(1.24.3) Highest supplier tier mapped

Select from:

☑ Tier 1 suppliers

(1.24.4) Highest supplier tier known but not mapped

Select from:

☑ Tier 3 suppliers

(1.24.7) Description of mapping process and coverage

Moonpig Group has mapped its value chain, reflecting a commitment to effective risk management, traceability, and supplier engagement, particularly in line with their sustainability goals. A Value Chain Mapping exercise is also part of our Double Materiality Assessment (DMA) to comply with the Corporate Sustainability Reporting Directive (CSRD) requirements. As part of its Net Zero Supplier Engagement initiative, the company has identified and targeted key areas where it can reduce emissions and improve sustainability practices. One of the most significant steps has been the Group's effort to engage with suppliers, encouraging them to commit to Science Based Targets initiative (SBTi) criteria for reducing emissions. As of the end of FY24, Moonpig had secured commitments from suppliers covering 19.3% of its Scope 3 emissions, with a long-term goal of reaching 67% by 2030.

[Fixed row]

(1.24.1) Have you mapped where in your direct operations or elsewhere in your value chain plastics are produced, commercialized, used, and/or disposed of?

	Plastics mapping	Value chain stages covered in mapping
	Select from: ☑ Yes, we have mapped or are currently in the process of mapping plastics in our value chain	*Select all that apply* ☑ Upstream value chain ☑ Downstream value chain

[Fixed row]

C2. Identification, assessment, and management of dependencies, impacts, risks, and opportunities

(2.1) How does your organization define short-, medium-, and long-term time horizons in relation to the identification, assessment, and management of your environmental dependencies, impacts, risks, and opportunities?

Short-term

(2.1.1) From (years)

0

(2.1.3) To (years)

3

(2.1.4) How this time horizon is linked to strategic and/or financial planning

Climate-related risks which are identified as material within this time frame will additionally be categorised as a principal risk, in line with our overall risk management process.

Medium-term

(2.1.1) From (years)

3

(2.1.3) To (years)

10

(2.1.4) How this time horizon is linked to strategic and/or financial planning

Climate-related risks which are identified as having potential to occur during this time frame are monitored and assessed.

Long-term

(2.1.1) From (years)

10

(2.1.2) Is your long-term time horizon open ended?

Select from:

☑ No

(2.1.3) To (years)

30

(2.1.4) How this time horizon is linked to strategic and/or financial planning

The Group recognises that it must consider and address longer-terms risks as it formulates business strategy.
[Fixed row]

(2.2) Does your organization have a process for identifying, assessing, and managing environmental dependencies and/or impacts?

(2.2.1) Process in place

Select from:

☑ Yes

(2.2.2) Dependencies and/or impacts evaluated in this process

Select from:

☑ Impacts only

(2.2.4) Primary reason for not evaluating dependencies and/or impacts

Select from:

☑ Not an immediate strategic priority

(2.2.5) Explain why you do not evaluate dependencies and/or impacts and describe any plans to do so in the future

Moonpig Group has a robust process for identifying, assessing, and managing environmental impacts. This process is embedded within our overall risk management framework, which includes the Task Force on Climate-related Financial Disclosures (TCFD) framework and our comprehensive Sustainability Risk Matrix. Our Sustainability Risk Matrix enables us to evaluate a wide range of key environmental, social, and governance (ESG) factors. These include potential impacts from risks related to climate change, nature and biodiversity, water resources, circular economy, human capital and human rights, technology security and data protection. This integrated approach informs our sustainability strategies and decision-making processes, helping us mitigate risks while identifying opportunities to enhance resilience and create long-term value. The Group is currently reviewing its Double Materiality Assessment (DMA) and expect to have more clarity on its environmental dependency once this effort is concluded.

[Fixed row]

(2.2.1) Does your organization have a process for identifying, assessing, and managing environmental risks and/or opportunities?

	Process in place	Risks and/or opportunities evaluated in this process	Is this process informed by the dependencies and/or impacts process?
	Select from: ☑ Yes	*Select from:* ☑ Both risks and opportunities	*Select from:* ☑ Yes

[Fixed row]

(2.2.2) Provide details of your organization's process for identifying, assessing, and managing environmental dependencies, impacts, risks, and/or opportunities.

Row 1

(2.2.2.1) Environmental issue

Select all that apply

☑ Climate change

(2.2.2.2) Indicate which of dependencies, impacts, risks, and opportunities are covered by the process for this environmental issue

Select all that apply

☑ Impacts

☑ Risks

☑ Opportunities

(2.2.2.3) Value chain stages covered

Select all that apply

☑ Direct operations

☑ Downstream value chain

(2.2.2.4) Coverage

Select from:

☑ Full

(2.2.2.7) Type of assessment

Select from:

☑ Qualitative only

(2.2.2.8) Frequency of assessment

Select from:

☑ Annually

(2.2.2.9) Time horizons covered

Select all that apply

☑ Short-term

☑ Medium-term

☑ Long-term

(2.2.2.10) Integration of risk management process

Select from:

☑ Integrated into multi-disciplinary organization-wide risk management process

(2.2.2.11) Location-specificity used

Select all that apply

☑ Site-specific

☑ National

(2.2.2.12) Tools and methods used

Enterprise Risk Management

☑ Internal company methods

Other

☑ Scenario analysis

(2.2.2.13) Risk types and criteria considered

Acute physical

☑ Flood (coastal, fluvial, pluvial, ground water)

Chronic physical

☑ Sea level rise

Policy

☑ Carbon pricing mechanisms

Market

☑ Changing customer behavior

Technology

☑ Transition to lower emissions technology and products

(2.2.2.14) Partners and stakeholders considered

Select all that apply

☑ Customers

☑ Employees

☑ Investors

☑ Suppliers

(2.2.2.15) Has this process changed since the previous reporting year?

Select from:

☑ No

(2.2.2.16) Further details of process

The Executive Committee is responsible for overseeing operational delivery against the Group's climate-related commitments, including risks and opportunities. To identify them, in 2021/22, a working group was established to conduct the Group's inaugural climate risk management assessment. With support from a third-party specialist and with executive-level sponsorship we identified the Group's material climate-related risks and opportunities. The only change made in 2022/23 has been to increase the long-term impact assessment of R2 (carbon tax and pricing mechanisms) from Low to Medium in light of the measurement of the Group's Scope 3 baseline. Thereafter, a climate risk register has been maintained on an ongoing basis with oversight from the CFO. Twice each year, the primary climate-related risks and opportunities are considered and approved by the Board on recommendation from the Audit Committee. This follows the Group's overall risk management process. To assess them, the Group has performed an evaluation of the individual risks and opportunities which indicates that the potential impact of all specific risks is low in the short and medium-term. In the Paris Agreement scenario (1.5C) there are climate-related risks that might have an impact in the long term, as follows: (R2) the risk that governments could apply a carbon taxation for indirect emissions (Scope 3) that could have a financial impact on the Group balance sheet yearly; (R3) the risk that consumer preferences might change in future in ways that could cause a reduction in demand for the Group's product offering; and (R4) the risk that a failure of the Group's suppliers to decarbonise at sufficient speed might impact the Group's reputation with consumers. Our view on these risks is tentative, as they *are based on hypotheses relating to potential future governmental and societal changes, in addition to factors that are under the Group's control. Additionally, assessment of climate-related issues is performed by a management Sustainability Working Group that meets across the year and comprises the CFO and the COO together with individuals in finance and ESG roles. No new climate-related issues arose during the year. To respond and mitigate them, the Group has worked on a number of initiatives. The climate risk register is the primary mechanism for the management of climate-related risks. Mitigation of identified risks is considered first by executive management and then presented for discussion with the Audit Committee and Board, in accordance with the Group's overall risk management process. For example, (R2) developing a Climate Transition Plan which sets out the areas of focus to reduce Scope 3 emissions, (R3) developing its digital gifting proposition which has been accelerated by the acquisition of Experiences, and (R4) obtaining commitments from suppliers in setting emissions reduction targets aligned with SBTi criteria. Overall, the Board's view is that the resilience of the organisation's strategy is high, taking into consideration the different climate scenarios that we have selected and considered.*

[Add row]

(2.2.7) Are the interconnections between environmental dependencies, impacts, risks and/or opportunities assessed?

(2.2.7.1) Interconnections between environmental dependencies, impacts, risks and/or opportunities assessed

Select from:

☑ Yes

(2.2.7.2) Description of how interconnections are assessed

Moonpig Group actively assesses the interconnections between environmental impacts, risks, and opportunities as part of our integrated sustainability strategy. This approach is reflected in our Sustainability Risk Matrix and our alignment with the Task Force on Climate-related Financial Disclosures (TCFD) framework, and is also being considered into our Double Materiality Assessment (DMA). We recognize the synergies and trade-offs between climate- and nature-related issues, as well as their broader impacts on our business operations, value chain, and financial outlook. For instance, our analysis on Responsible Forestry risk considers that paper not procured from sustainable sources would lead to deforestation, harming biodiversity and the climate. If not diligently avoided, this could result in reputational damage, regulatory penalties, and stakeholder concerns. Similarly, we explore opportunities such as how reducing packaging waste can contribute to both climate action and nature conservation.

[Fixed row]

(2.3) Have you identified priority locations across your value chain?

(2.3.1) Identification of priority locations

Select from:

☑ No, but we plan to within the next two years

(2.3.7) Primary reason for not identifying priority locations

Select from:

☑ Lack of internal resources, capabilities, or expertise (e.g., due to organization size)

(2.3.8) Explain why you do not identify priority locations

Moonpig Group has not yet identified priority locations across our value chain. While we recognize the importance of focusing on areas with ecological sensitivity or where our business has substantive dependencies, impacts, risks, and opportunities related to nature, we are currently in the early stages of addressing this. Due to resource constraints, we have not yet completed a thorough assessment to prioritize specific locations. However, we are actively preparing ourselves for the Corporate Sustainability Reporting Directive (CSRD) requirements. This work could help us better identify and prioritize key areas within our value chain where nature-related dependencies and impacts are most critical, enabling us to take more targeted action in the future.
[Fixed row]

(2.4) How does your organization define substantive effects on your organization?

Risks

(2.4.1) Type of definition

Select all that apply

☑ Qualitative

☑ Quantitative

(2.4.2) Indicator used to define substantive effect

Select from:

☑ EBITDA

(2.4.3) Change to indicator

Select from:

☑ % decrease

(2.4.4) % change to indicator

Select from:

☑ 1-10

(2.4.6) Metrics considered in definition

Select all that apply

☑ Frequency of effect occurring

☑ Likelihood of effect occurring

(2.4.7) Application of definition

When assessing climate-related risks and opportunities, the Group applies the "double materiality" approach recommended by the Global Reporting Initiative (GRI). This approach recognises that the impacts of an organisation's activities extend beyond its own operations and financial performance, and that sustainability issues can have both external and internal materiality. Substantive climate-related impacts are based on the assessment of potential impact (for each of the two temperature pathways) on both: • Group financial performance – defined as either High or substantive if the impact is 10% on consolidated Adjusted EBITDA. • Relevance to stakeholders – defined as either High or substantive if the risk classification is raised when management judgement determines a matter as having become sufficiently important to stakeholders.

Opportunities

(2.4.1) Type of definition

Select all that apply

☑ Qualitative

☑ Quantitative

(2.4.2) Indicator used to define substantive effect

Select from:

☑ EBITDA

(2.4.3) Change to indicator

Select from:
☑ % decrease

(2.4.4) % change to indicator

Select from:
☑ 1-10

(2.4.6) Metrics considered in definition

Select all that apply
☑ Frequency of effect occurring
☑ Likelihood of effect occurring

(2.4.7) Application of definition

When assessing climate-related risks and opportunities, the Group applies the "double materiality" approach recommended by the Global Reporting Initiative (GRI). This approach recognises that the impacts of an organisation's activities extend beyond its own operations and financial performance, and that sustainability issues can have both external and internal materiality. Substantive climate-related impacts are based on the assessment of potential impact (for each of the two temperature pathways) on both: • Group financial performance – defined as either High or substantive if the impact is 10% on consolidated Adjusted EBITDA. • Relevance to stakeholders – defined as either High or substantive if the risk classification is raised when management judgement determines a matter as having become sufficiently important to stakeholders.
[Add row]

(2.5) Does your organization identify and classify potential water pollutants associated with its activities that could have a detrimental impact on water ecosystems or human health?

(2.5.1) Identification and classification of potential water pollutants

Select from:
☑ No, we do not identify and classify our potential water pollutants

(2.5.3) Please explain

Moonpig Group does not currently identify and classify potential water pollutants associated with its activities. While our primary focus is on digital and physical product delivery, we also operate in the print industry, which has undergone significant changes toward sustainability. In line with industry trends, we use recyclable paper and high quality ink for our greeting cards to minimize environmental impact. Additionally, we continue to explore opportunities for improving our print processes, including investing in more energy-efficient machinery designed to reduce emissions and other volatile substances that could impact ecosystems. We recognize the importance of addressing potential water-related risks and, through ongoing initiatives like the Double Materiality Assessment for the Corporate Sustainability Reporting Directive (CSRD), we aim to evaluate these aspects more closely in the future.
[Fixed row]

C3. Disclosure of risks and opportunities

(3.1) Have you identified any environmental risks which have had a substantive effect on your organization in the reporting year, or are anticipated to have a substantive effect on your organization in the future?

Climate change

(3.1.1) Environmental risks identified

Select from:

☑ Yes, both in direct operations and upstream/downstream value chain

Water

(3.1.1) Environmental risks identified

Select from:

☑ No

(3.1.2) Primary reason why your organization does not consider itself to have environmental risks in your direct operations and/or upstream/downstream value chain

Select from:

☑ Environmental risks exist, but none with the potential to have a substantive effect on our organization

(3.1.3) Please explain

Moonpig Group does not consider Water risks with substantive effect in its direct operations because water consumption is minimal (mostly office patterns), given its primarily digital and lean fulfillment operations. However, the company is mindful of water use in its supply chain, particularly for flowers.

Plastics

(3.1.1) Environmental risks identified

Select from:

☑ No

(3.1.2) Primary reason why your organization does not consider itself to have environmental risks in your direct operations and/or upstream/downstream value chain

Select from:

☑ Environmental risks exist, but none with the potential to have a substantive effect on our organization

(3.1.3) Please explain

Moonpig Group does not consider Plastics risks with substantive effect in its direct operations because since 2021 the Group has used 100% recycled content for packaging and eliminated single-use plastics in the UK during FY2024, reducing its direct operational risks related to plastic waste.
[Fixed row]

(3.1.1) Provide details of the environmental risks identified which have had a substantive effect on your organization in the reporting year, or are anticipated to have a substantive effect on your organization in the future.

Climate change

(3.1.1.1) Risk identifier

Select from:

☑ Risk1

(3.1.1.3) Risk types and primary environmental risk driver

Chronic physical

☑ Sea level rise

(3.1.1.4) Value chain stage where the risk occurs

Select from:

☑ Direct operations

(3.1.1.6) Country/area where the risk occurs

Select all that apply

☑ United Kingdom of Great Britain and Northern Ireland

(3.1.1.9) Organization-specific description of risk

An increase in the frequency and severity of extreme weather conditions could result in damage and/or interruption to manufacturing and distribution facilities. Third-party analysis suggests coastal inundation is likely the most significant hazard in both scenarios. The highest levels of exposure relate to the Group’s Guernsey operations. Levels of impact for the Group’s Dutch operations are low within the time horizons considered by our assessment, owing to strong coastal defences in the Netherlands. Coastal inundation is a risk for the UK mainland; however, the Group’s key in-house and outsourced facilities are either located inland (Tamworth) or in locations not expected to be at risk of inundation prior to 2050 in a Business-as-Usual scenario.

(3.1.1.11) Primary financial effect of the risk

Select from:

☑ Disruption in production capacity

(3.1.1.12) Time horizon over which the risk is anticipated to have a substantive effect on the organization

Select all that apply

☑ Long-term

(3.1.1.13) Likelihood of the risk having an effect within the anticipated time horizon

Select from:

☑ Unlikely

(3.1.1.14) Magnitude

Select from:

☑ Low

(3.1.1.16) Anticipated effect of the risk on the financial position, financial performance and cash flows of the organization in the selected future time horizons

The Group has significant flexibility in its production network, which would enable it to mitigate business interruptions by shifting production to unaffected sites. The Group temporarily rerouted Guernsey volumes to different sites during periods of 2020 and 2021 when lockdown restrictions imposed by the States of Guernsey significantly limited production capacity at the site. Therefore, this risk on financial position or performance is considered low.

(3.1.1.17) Are you able to quantify the financial effect of the risk?

Select from:

☑ Yes

(3.1.1.23) Anticipated financial effect figure in the long-term – minimum (currency)

629921

(3.1.1.24) Anticipated financial effect figure in the long-term – maximum (currency)

629921

(3.1.1.25) Explanation of financial effect figure

*Given materiality of the coastal inundation hazard for Guernsey, we analysed the evolution of this risk over time for the site. Under a 4ºC scenario, the maximum value at risk (MVAR) of coastal inundation associated with the Guernsey manufacturing site was identified as 16.3% by 2100. In the event of damage to the site, all card volumes could be immediately substituted using capacity at the new Tamworth site. The financial impact could therefore be restricted to the write-down of the freehold building and any building fit out costs. As the replacement cost of the site is 5.1m in total, the potential site damage could be 0.8M in 2100. Formula: 16.3% * 5.1M * 0.8M Conversion: 0.8M / 1.27 per 629,921 Conversion rate of June 2024*

(3.1.1.26) Primary response to risk

Infrastructure, technology and spending

☑ Increase geographic diversity of facilities

(3.1.1.27) Cost of response to risk

0

(3.1.1.28) Explanation of cost calculation

The Group is already capable of diversifying operations across geographies as explained in the next item.

(3.1.1.29) Description of response

The Group has significant flexibility in its production network, which would enable it to mitigate business interruptions by shifting production to unaffected sites. The Group temporarily rerouted Guernsey volumes to different sites during periods of 2020 and 2021 when lockdown restrictions imposed by the States of Guernsey significantly limited production capacity at the site. The Group will consider coastal flood risk when considering future changes to the Group's operational network, making site-specific assessments at the appropriate time. Therefore, the costs associated with this risk response are already embedded by other initiatives.

Climate change

(3.1.1.1) Risk identifier

Select from:

☑ Risk2

(3.1.1.3) Risk types and primary environmental risk driver

Policy

☑ Carbon pricing mechanisms

(3.1.1.4) Value chain stage where the risk occurs

Select from:

☑ Direct operations

(3.1.1.6) Country/area where the risk occurs

Select all that apply

☑ United Kingdom of Great Britain and Northern Ireland

(3.1.1.9) Organization-specific description of risk

Carbon taxation is assumed to be the primary lever by which governments around the globe will incentivise decarbonisation. Increases to carbon tariffs could lead to additional operational costs, through direct carbon costs on Scope 1 and 2 emissions or indirectly through increased input costs from suppliers (Scope 3). Quantification of potential future liabilities for Scope 1 and 2 emissions show the financial impact to the Group is not expected to be significant out to 2050 even if the Group fails to meet decarbonisation goals (less than 2m EBITDA impact in a Business-as-Usual scenario). Applying carbon price projections from the International Energy Agency's World Energy Model, we have calculated the financial impact of Scope 3 emissions to be approximately 30M per year by 2050. However, we believe it is unlikely that governments could in practice impose such significant carbon taxes on a comparatively non-energy intensive sector, as the repercussions of such a policy for the broader economy could be devastating.

(3.1.1.11) Primary financial effect of the risk

Select from:

☑ Increased direct costs

(3.1.1.12) Time horizon over which the risk is anticipated to have a substantive effect on the organization

Select all that apply

☑ Long-term

(3.1.1.13) Likelihood of the risk having an effect within the anticipated time horizon

Select from:

☑ Unlikely

(3.1.1.14) Magnitude

Select from:

☑ Medium

(3.1.1.16) Anticipated effect of the risk on the financial position, financial performance and cash flows of the organization in the selected future time horizons

Successful implementation of the Group's Scope 1 and 2 emissions reduction goals would mitigate any increase in direct carbon costs. The Group's Climate Transition Plan sets out the areas of focus which management intends to pursue to reduce Scope 3 emissions. Still, if governments put in place a carbon price for the whole economy, this risk could be considered medium for our financial position/ performance.

(3.1.1.17) Are you able to quantify the financial effect of the risk?

Select from:

☑ Yes

(3.1.1.23) Anticipated financial effect figure in the long-term – minimum (currency)

30187000

(3.1.1.24) Anticipated financial effect figure in the long-term – maximum (currency)

30187000

(3.1.1.25) Explanation of financial effect figure

*We have used carbon price projections from third party modelling outputs from organisations including the IEA (World Energy Model Net Zero Energy 2050), which expect a cost of 200 per tCO2e in 2050. We have applied this figure to our projection of Scope 3 emissions in a Do Nothing scenario (assumes a 15% yearly growth in emissions for 2024/25, then 2% yearly in line with a long-term inflation assumption). This is very unlikely as the company has goals to reduce its carbon emissions in the near and long term. Still, in 2050 Scope 3 emissions were projected as 150,934 tCO2e. Formula: (200 per tCO2e) * 150,934 tCO2e 30.187M*

(3.1.1.26) Primary response to risk

Policies and plans

☑ Develop a climate transition plan

(3.1.1.27) Cost of response to risk

0

(3.1.1.28) Explanation of cost calculation

The Group is already implementing its Climate Transition Plan which shall help to deliver emission reductions across all scopes as explained in the next item.

(3.1.1.29) Description of response

Successful implementation of the Group's Scope 1 and 2 emissions reduction goals and roadmap would mitigate any increase in direct carbon costs. The Group's climate transition plan sets out the areas of focus which management intends to pursue to reduce Scope 3 emissions. Therefore, the costs associated with this risk response are already embedded by other initiatives.

Climate change

(3.1.1.1) Risk identifier

Select from:

☑ Risk3

(3.1.1.3) Risk types and primary environmental risk driver

Market

☑ Changing customer behavior

(3.1.1.4) Value chain stage where the risk occurs

Select from:

☑ Downstream value chain

(3.1.1.6) Country/area where the risk occurs

Select all that apply

☑ Netherlands

☑ United Kingdom of Great Britain and Northern Ireland

(3.1.1.9) Organization-specific description of risk

Shifts in consumption habits are expected to be a prerequisite for the transition to a lower-carbon economy and limiting global warming to 1.5C. In the Paris Agreement Aligned scenario, there is a possibility that consumer preferences might change in future in ways that could reduce demand for the Group's product offering. Given that pulpwood is a very small proportion of the Group's value chain, this would require continued high carbon emissions in other services consumed by the Group, for instance postal services. Should transition not be achieved in the relevant industry sectors, then there may be an impact over the long term.

(3.1.1.11) Primary financial effect of the risk

Select from:

☑ Decreased revenues due to reduced demand for products and services

(3.1.1.12) Time horizon over which the risk is anticipated to have a substantive effect on the organization

Select all that apply

☑ Long-term

(3.1.1.13) Likelihood of the risk having an effect within the anticipated time horizon

Select from:

☑ Unlikely

(3.1.1.14) Magnitude

Select from:

☑ Medium

(3.1.1.16) Anticipated effect of the risk on the financial position, financial performance and cash flows of the organization in the selected future time horizons

Delivery of the Group's Climate Transition Plan, and hence its decarbonisation targets, will drive a reduction in the emissions intensity of its product offering. Still, this risk could be considered medium for our financial position/ performance in the long term if the business cannot respond to consumer sentiment change.

(3.1.1.17) Are you able to quantify the financial effect of the risk?

Select from:

☑ No

(3.1.1.26) Primary response to risk

Policies and plans

☑ Develop a climate transition plan

(3.1.1.27) Cost of response to risk

0

(3.1.1.28) Explanation of cost calculation

The Group is already implementing its Climate Transition Plan which shall help to deliver emission reductions across all scopes as explained in the next item.

(3.1.1.29) Description of response

Delivery of the Group's climate transition plan (which includes, among other things, sustainably sourced cards & gifts, as well as low carbon delivery) and hence its decarbonisation targets, will drive a reduction in the emissions intensity of its product offering. The Group will continue its existing work on the development of its digital gifting proposition. Progress in this area has been accelerated by the acquisition of Experiences. Therefore, the costs associated with this risk response are already embedded by other initiatives.

Climate change

(3.1.1.1) Risk identifier

Select from:

☑ Risk4

(3.1.1.3) Risk types and primary environmental risk driver

Technology

☑ Transition to lower emissions technology and products

(3.1.1.4) Value chain stage where the risk occurs

Select from:

☑ Upstream value chain

(3.1.1.6) Country/area where the risk occurs

Select all that apply

☑ Netherlands

☑ United Kingdom of Great Britain and Northern Ireland

(3.1.1.9) Organization-specific description of risk

A future failure of the Group's suppliers to decarbonise at sufficient speed and scale could impact the Group's reputation with consumers leading to a fall in demand in the long term. Decarbonising the Group's product offering in a 1.5C scenario will be dependent on efforts by third-party suppliers such as distributors.

(3.1.1.11) Primary financial effect of the risk

Select from:

☑ Decreased revenues due to reduced demand for products and services

(3.1.1.12) Time horizon over which the risk is anticipated to have a substantive effect on the organization

Select all that apply

☑ Long-term

(3.1.1.13) Likelihood of the risk having an effect within the anticipated time horizon

Select from:

☑ Unlikely

(3.1.1.14) Magnitude

Select from:

☑ Medium

(3.1.1.16) Anticipated effect of the risk on the financial position, financial performance and cash flows of the organization in the selected future time horizons

Delivery of the Group's Net Zero Supplier Engagement Program, and hence it will drive a reduction in the supply chain emissions. Still, this risk could be considered medium for our financial position/ performance in the long term.

(3.1.1.17) Are you able to quantify the financial effect of the risk?

Select from:

☑ No

(3.1.1.26) Primary response to risk

Engagement

☑ Engage with suppliers

(3.1.1.27) Cost of response to risk

0

(3.1.1.28) Explanation of cost calculation

The Group is already implementing its Net Zero Supplier Engagement Plan which shall help to deliver emission reductions across all scopes as explained in the next item.

(3.1.1.29) Description of response

The Group has proactively engaged with gift suppliers on emissions, with two supplier workshops held to date. The Group has dedicated resources to further activity in this area. The Group has set a goal to obtain commitments from suppliers to set emissions reduction targets aligned with SBTi criteria representing 67% of Scope 3 emissions by 30 April 2030. Therefore, the costs associated with this risk response are already embedded by other initiatives.

[Add row]

(3.1.2) Provide the amount and proportion of your financial metrics from the reporting year that are vulnerable to the substantive effects of environmental risks.

Climate change

(3.1.2.1) Financial metric

Select from:
☑ Assets

(3.1.2.2) Amount of financial metric vulnerable to transition risks for this environmental issue (unit currency as selected in 1.2)

0

(3.1.2.3) % of total financial metric vulnerable to transition risks for this environmental issue

Select from:
☑ Less than 1%

(3.1.2.5) % of total financial metric vulnerable to physical risks for this environmental issue

Select from:
☑ 11-20%

(3.1.2.7) Explanation of financial figures

This percentage relates to the volume of assets that could be affected by the materialization of a climate risk for the Group.
[Add row]

(3.3) In the reporting year, was your organization subject to any fines, enforcement orders, and/or other penalties for water-related regulatory violations?

	Water-related regulatory violations	Comment
	Select from: ☑ No	*The Group was not subject to any fines, enforcement orders, and/or other penalties for water-related regulatory violations.*

[Fixed row]

(3.5) Are any of your operations or activities regulated by a carbon pricing system (i.e. ETS, Cap & Trade or Carbon Tax)?

Select from:

☑ No, and we do not anticipate being regulated in the next three years

(3.6) Have you identified any environmental opportunities which have had a substantive effect on your organization in the reporting year, or are anticipated to have a substantive effect on your organization in the future?

Climate change

(3.6.1) Environmental opportunities identified

Select from:

☑ Yes, we have identified opportunities, and some/all are being realized

Water

(3.6.1) Environmental opportunities identified

Select from:

☑ No

(3.6.2) Primary reason why your organization does not consider itself to have environmental opportunities

Select from:

☑ Not an immediate strategic priority

(3.6.3) Please explain

Moonpig Group does not consider itself to have water-related opportunities because its direct operations have minimal water usage, given its primarily digital business model. While water is relevant in the supply chain, particularly for flowers, there are limited direct opportunities for the company to innovate or drive significant change in this area. The focus remains on addressing more material environmental issues, such as carbon emissions, packaging, and logistics, which are more closely tied to its operational and strategic priorities.
[Fixed row]

(3.6.1) Provide details of the environmental opportunities identified which have had a substantive effect on your organization in the reporting year, or are anticipated to have a substantive effect on your organization in the future.

Climate change

(3.6.1.1) Opportunity identifier

Select from:

☑ Opp1

(3.6.1.3) Opportunity type and primary environmental opportunity driver

Energy source

☑ Shift toward decentralized energy generation

(3.6.1.4) Value chain stage where the opportunity occurs

Select from:

☑ Direct operations

(3.6.1.5) Country/area where the opportunity occurs

Select all that apply

☑ Netherlands

☑ United Kingdom of Great Britain and Northern Ireland

(3.6.1.8) Organization specific description

Increased usage of renewable energy; on-site solar generation. The cost of energy from traditional sources is expected to rise due to the transition to a low carbon economy, causing a relative fall in costs for renewable energy. Shifting to 100% renewable energy could enable the Group to take advantage of cheaper power and lower its Scope 2 emissions.

(3.6.1.9) Primary financial effect of the opportunity

Select from:

☑ Reduced indirect (operating) costs

(3.6.1.10) Time horizon over which the opportunity is anticipated to have a substantive effect on the organization

Select all that apply

☑ Short-term

(3.6.1.11) Likelihood of the opportunity having an effect within the anticipated time horizon

Select from:

☑ Very likely (90–100%)

(3.6.1.12) Magnitude

Select from:

☑ Medium

(3.6.1.14) Anticipated effect of the opportunity on the financial position, financial performance and cash flows of the organization in the selected future time horizons

Given the cost of energy from traditional sources is expected to rise due to the transition to a low carbon economy, shifting to 100% renewable energy could enable the Group to take advantage of cheaper power and therefore be better positioned financially.

(3.6.1.15) Are you able to quantify the financial effects of the opportunity?

Select from:

☑ No

(3.6.1.24) Cost to realize opportunity

1000000

(3.6.1.25) Explanation of cost calculation

We expect the cost to be below GBP 1.0 million which is manageable within the Group's guidance for annual capex of c. 5% of revenue.

(3.6.1.26) Strategy to realize opportunity

From November 2021 all the Group’s UK and Netherlands electricity supply was 100% renewable. In 2022/23 we surpassed our expectations with respect to Scope 1 and 2 greenhouse gas emissions, achieving 95% renewable energy mix at Tamworth (UK) and Almere (NL), the two new fulfilment plants. The UK facility has achieved a “BREEAM Excellent” rating, and the Netherlands facility has been retrofitted in line with best practice. Solar panels are to be fitted at our Netherlands facility in FY25 under a lease agreement recently put in place with the landlord.

Climate change

(3.6.1.1) Opportunity identifier

Select from:

☑ Opp2

(3.6.1.3) Opportunity type and primary environmental opportunity driver

Resource efficiency

☑ Use of more efficient modes of transport

(3.6.1.4) Value chain stage where the opportunity occurs

Select from:

☑ Direct operations

(3.6.1.5) Country/area where the opportunity occurs

Select all that apply

☑ Netherlands

☑ United Kingdom of Great Britain and Northern Ireland

(3.6.1.8) Organization specific description

Decarbonisation of distribution. The UK and EU are committing to reduce emissions across forms of transport leading to an increase in adoption of electric vehicles. This may provide an opportunity for the Group to decarbonise its distribution channels more easily.

(3.6.1.9) Primary financial effect of the opportunity

Select from:

☑ Returns on investment in low-emission technology

(3.6.1.10) Time horizon over which the opportunity is anticipated to have a substantive effect on the organization

Select all that apply

☑ Medium-term

(3.6.1.11) Likelihood of the opportunity having an effect within the anticipated time horizon

Select from:

☑ More likely than not (50–100%)

(3.6.1.12) Magnitude

Select from:

☑ Medium

(3.6.1.14) Anticipated effect of the opportunity on the financial position, financial performance and cash flows of the organization in the selected future time horizons

This might not necessarily impact the financial position or performance of the Group.

(3.6.1.15) Are you able to quantify the financial effects of the opportunity?

Select from:

☑ No

(3.6.1.24) Cost to realize opportunity

0

(3.6.1.25) Explanation of cost calculation

The costs to realize this opportunity are embedded in other initiatives.

(3.6.1.26) Strategy to realize opportunity

The Group already works with some of the lowest carbon emissions per parcel distributors in the UK & EU. Emissions criteria are being included in downstream distribution procurement processes to ensure we continue to work with the most innovative suppliers in this area. We are engaging with existing suppliers in this area and support movements to new technologies where possible. The Group intends to continue to work with its delivery partners, especially those that do not have publicly available reduction targets.

Climate change

(3.6.1.1) Opportunity identifier

Select from:

☑ Opp3

(3.6.1.3) Opportunity type and primary environmental opportunity driver

Products and services

☑ Other products and services opportunity, please specify :Development and/or expansion of low emission goods and services

(3.6.1.4) Value chain stage where the opportunity occurs

Select from:

☑ Upstream value chain

(3.6.1.5) Country/area where the opportunity occurs

Select all that apply

☑ Netherlands

☑ United Kingdom of Great Britain and Northern Ireland

(3.6.1.8) Organization specific description

Opportunities within lower carbon product portfolios including sustainable paper and packaging. Changes in consumer habits might provide opportunities to capitalise on a growing market for sustainable gifting.

(3.6.1.9) Primary financial effect of the opportunity

Select from:

☑ Increased revenues resulting from increased demand for products and services

(3.6.1.10) Time horizon over which the opportunity is anticipated to have a substantive effect on the organization

Select all that apply

☑ Medium-term

(3.6.1.11) Likelihood of the opportunity having an effect within the anticipated time horizon

Select from:

☑ Likely (66–100%)

(3.6.1.12) Magnitude

Select from:

☑ Medium

(3.6.1.14) Anticipated effect of the opportunity on the financial position, financial performance and cash flows of the organization in the selected future time horizons

Changes in consumer habits might provide opportunities to capitalise on a growing market for sustainable gifting. Therefore this can bring a positive impact in the Group's financial performance.

(3.6.1.15) Are you able to quantify the financial effects of the opportunity?

Select from:

☑ No

(3.6.1.24) Cost to realize opportunity

0

(3.6.1.25) Explanation of cost calculation

The costs to realize this opportunity are embedded in other initiatives.

(3.6.1.26) Strategy to realize opportunity

We acted in 2021/22 to ensure substantially all cards, envelopes and packaging are from sustainable sources. This has reduced the likelihood of deforestation in the supply chain and associated emissions. The Group plans to continue its existing work on the development of its digital gifting proposition, which has been accelerated following the acquisition of Experiences.

Climate change

(3.6.1.1) Opportunity identifier

Select from:

☑ Opp4

(3.6.1.3) Opportunity type and primary environmental opportunity driver

Markets

☑ Increased demand for certified and sustainable materials

(3.6.1.4) Value chain stage where the opportunity occurs

Select from:

☑ Upstream value chain

(3.6.1.5) Country/area where the opportunity occurs

Select all that apply

☑ Netherlands

☑ United Kingdom of Great Britain and Northern Ireland

(3.6.1.6) River basin where the opportunity occurs

Select all that apply

☑ Other, please specify **:**Not Applicable

(3.6.1.8) Organization specific description

Increased consumer demand for recycled content. In the Paris Aligned scenario, greater demand for circularity is expected. There may be opportunities to take advantage of this trend by improving the prominence of labelling and recycling instructions.

(3.6.1.9) Primary financial effect of the opportunity

Select from:

☑ Increased revenues resulting from increased demand for products and services

(3.6.1.10) Time horizon over which the opportunity is anticipated to have a substantive effect on the organization

Select all that apply
☑ Medium-term

(3.6.1.11) Likelihood of the opportunity having an effect within the anticipated time horizon

Select from:
☑ Likely (66–100%)

(3.6.1.12) Magnitude

Select from:
☑ Medium

(3.6.1.14) Anticipated effect of the opportunity on the financial position, financial performance and cash flows of the organization in the selected future time horizons

Changes in consumer habits might provide opportunities to capitalise on a growing market for sustainable gifting. Therefore this can bring a positive impact in the Group's financial performance.

(3.6.1.15) Are you able to quantify the financial effects of the opportunity?

Select from:
☑ No

(3.6.1.24) Cost to realize opportunity

14300

(3.6.1.25) Explanation of cost calculation

The cost to realize this opportunity consists of the amount spent with the FSC process and certification for the UK and Netherlands suppliers in 2023/24. Formula: 10,000 for the UK supplier 4,300 for the NL supplier 14,300

(3.6.1.26) Strategy to realize opportunity

The Group plans to continue engaging with suppliers to increase the quality of labelling and recycling instruction on products and investigate opportunities to increase the level of recycled content in its products where possible. We only work with sustainable sourced SKUs and display the Forest Stewardship Council "FSC" on all cards.

Climate change

(3.6.1.1) Opportunity identifier

Select from:

☑ Opp5

(3.6.1.3) Opportunity type and primary environmental opportunity driver

Reputational capital

☑ Other reputational capital opportunity, please specify **:**Improved reputation via reforestation actions

(3.6.1.4) Value chain stage where the opportunity occurs

Select from:

☑ Direct operations

(3.6.1.5) Country/area where the opportunity occurs

Select all that apply

☑ Netherlands

☑ United Kingdom of Great Britain and Northern Ireland

(3.6.1.8) Organization specific description

By meeting its reforesting goal (330 hectares by 2025), the Group can improve its reputation amongst consumers. These initiatives will also help provide positive examples for future Taskforce on Nature-related Financial Disclosure ("TNFD") requirements.

(3.6.1.9) Primary financial effect of the opportunity

Select from:
☑ Other, please specify :Increased revenues resulting from improved reputation

(3.6.1.10) Time horizon over which the opportunity is anticipated to have a substantive effect on the organization

Select all that apply
☑ Medium-term

(3.6.1.11) Likelihood of the opportunity having an effect within the anticipated time horizon

Select from:
☑ More likely than not (50–100%)

(3.6.1.12) Magnitude

Select from:
☑ Medium

(3.6.1.14) Anticipated effect of the opportunity on the financial position, financial performance and cash flows of the organization in the selected future time horizons

Changes in consumer sentiment might provide opportunities to capitalise improvements on reputation as per reforestation efforts. Therefore this can bring a positive impact in the Group's financial performance.

(3.6.1.15) Are you able to quantify the financial effects of the opportunity?

Select from:
☑ No

(3.6.1.24) Cost to realize opportunity

79918

(3.6.1.25) Explanation of cost calculation

In 2023/24 we contributed to reforestation projects in Madagascar, Nepal, Tanzania, Columbia, Thailand, India and the UK. The cost to realize this opportunity in FY24 was 96,000 euros. Conversion to: 96,000 / 1.20 per 79,918 Conversion rate of September 2024

(3.6.1.26) Strategy to realize opportunity

The Group relies on wood pulp to make its products and therefore aims to be "forest positive". This means that we will plant more trees than we use in our operations and value chain. In 2023/24, we achieved 66% cumulative delivery against this five-year reforestation goal. In partnership with Tree-Nation, we planted 66 hectares of woodland, comprising 103,000 trees. We have focused on planting activity in ecologically sensitive areas and safeguard the long-term impact of tree planting by managing the forests. Additionally, TNFD aims to establish and promote integrating a risk management and disclosure framework to promote global consistency in nature-related reporting. The Group intends to ensure they stay up to date with TNFD announcements to align future actions with disclosure requirements.
[Add row]

(3.6.2) Provide the amount and proportion of your financial metrics in the reporting year that are aligned with the substantive effects of environmental opportunities.

Climate change

(3.6.2.1) Financial metric

Select from:
☑ OPEX

(3.6.2.2) Amount of financial metric aligned with opportunities for this environmental issue (unit currency as selected in 1.2)

0

(3.6.2.3) % of total financial metric aligned with opportunities for this environmental issue

Select from:
☑ Less than 1%

(3.6.2.4) Explanation of financial figures

Solar panels are to be fitted at our Netherlands facility in FY25 under a lease agreement recently put in place with the landlord.
[Add row]

C4. Governance

(4.1) Does your organization have a board of directors or an equivalent governing body?

(4.1.1) Board of directors or equivalent governing body

Select from:

☑ Yes

(4.1.2) Frequency with which the board or equivalent meets

Select from:

☑ More frequently than quarterly

(4.1.3) Types of directors your board or equivalent is comprised of

Select all that apply

☑ Executive directors or equivalent

☑ Non-executive directors or equivalent

☑ Independent non-executive directors or equivalent

(4.1.4) Board diversity and inclusion policy

Select from:

☑ Yes, and it is publicly available

(4.1.5) Briefly describe what the policy covers

The Board considers that diversity is essential for Board effectiveness and business competitive advantage. It 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. As of 2024, the Board has 43% female representation, meeting UK Listing Rule targets. It has two ethnic minority directors, exceeding the Parker Review target to have one or more ethnic minority Directors by 2024. It also supports the FTSE Women

Leaders Review's goals, aiming for 40% female leadership. Additionally, Moonpig is committed to improving ethnic diversity, with a voluntary target of 15% ethnic minority representation in its Extended Leadership Team by 2027, in line with the Parker Review recommendations.

(4.1.6) Attach the policy (optional)

MPG-Board-Diversity-Policy-2023.pdf
[Fixed row]

(4.1.1) Is there board-level oversight of environmental issues within your organization?

Climate change

(4.1.1.1) Board-level oversight of this environmental issue

Select from:
☑ Yes

Water

(4.1.1.1) Board-level oversight of this environmental issue

Select from:
☑ No, but we plan to within the next two years

(4.1.1.2) Primary reason for no board-level oversight of this environmental issue

Select from:
☑ Not an immediate strategic priority

(4.1.1.3) Explain why your organization does not have board-level oversight of this environmental issue

As a largely digital and e-commerce business focused on greeting cards, gifts, and experiences, Moonpig's direct environmental impact is more likely associated with carbon emissions, packaging, and supply chain logistics. Water, while important, is not considered critical in the short term within the Group operations due to our small consumption and discharge, compared to other environmental challenges that are more aligned with their operational focus, such as carbon management and waste. Moonpig Group is currently conducting a Double Materiality Assessment as part of its compliance with the CSRD. If Water is identified as a material topic *during this assessment, it can be escalated to the Board's agenda for oversight and strategic alignment. This process ensures that emerging environmental issues, if relevant to the company's operations or stakeholder concerns, are integrated into governance discussions in the future.*

Biodiversity

(4.1.1.1) Board-level oversight of this environmental issue

Select from:

☑ No, but we plan to within the next two years

(4.1.1.2) Primary reason for no board-level oversight of this environmental issue

Select from:

☑ Not an immediate strategic priority

(4.1.1.3) Explain why your organization does not have board-level oversight of this environmental issue

As a largely digital and e-commerce business focused on greeting cards, gifts, and experiences, Moonpig's direct environmental impact is more likely associated with carbon emissions, packaging, and supply chain logistics. Biodiversity, while important, is not considered critical in the short term, compared to other environmental challenges that are more aligned with their operational focus, such as carbon management and waste. Moonpig Group is conducting a Double Materiality Assessment as part of its compliance with the CSRD. If Biodiversity is identified as a material topic during this assessment, it can be escalated to the Board's agenda for oversight and strategic alignment. This process ensures that emerging environmental issues, if relevant to the company's operations or stakeholder concerns, are integrated into governance discussions in the future.
[Fixed row]

(4.1.2) Identify the positions (do not include any names) of the individuals or committees on the board with accountability for environmental issues and provide details of the board's oversight of environmental issues.

Climate change

(4.1.2.1) Positions of individuals or committees with accountability for this environmental issue

Select all that apply

☑ Director on board

☑ Chief Executive Officer (CEO)

☑ Chief Financial Officer (CFO)

☑ Board-level committee

(4.1.2.2) Positions' accountability for this environmental issue is outlined in policies applicable to the board

Select from:

☑ No

(4.1.2.4) Frequency with which this environmental issue is a scheduled agenda item

Select from:

☑ Scheduled agenda item in some board meetings – at least annually

(4.1.2.5) Governance mechanisms into which this environmental issue is integrated

Select all that apply

☑ Reviewing and guiding the assessment process for dependencies, impacts, risks, and opportunities

☑ Monitoring progress towards corporate targets

☑ Monitoring the implementation of a climate transition plan

☑ Overseeing and guiding the development of a business strategy

☑ Approving and/or overseeing employee incentives

(4.1.2.7) Please explain

The Board receives annual, scheduled updates from the Chief Operations Officer (COO) on climate-related strategy and delivery against it. The CFO is responsible for maintaining a register of climate-related risks and opportunities, as part of the Group's risk management process. This is presented to the Audit Committee of the Board twice annually. The annual bonus scheme for the Executive Directors includes ESG-related measures and targets. In 2023/24 an ESG bonus, whose measure was climate-related, was applicable for all members of the Executive Committee and for the Extended Leadership Team. This is applicable again for the 2024/25 cycle. Therefore, there is routine discussion and challenge on climate-related impacts during Board and Committee discussions.
[Fixed row]

(4.2) Does your organization's board have competency on environmental issues?

Climate change

(4.2.1) Board-level competency on this environmental issue

Select from:

☑ Yes

(4.2.2) Mechanisms to maintain an environmentally competent board

Select all that apply

☑ Having at least one board member with expertise on this environmental issue

(4.2.3) Environmental expertise of the board member

Experience

☑ Executive-level experience in a role focused on environmental issues

Water

(4.2.1) Board-level competency on this environmental issue

Select from:

☑ Yes

(4.2.2) Mechanisms to maintain an environmentally competent board

Select all that apply

☑ Having at least one board member with expertise on this environmental issue

(4.2.3) Environmental expertise of the board member

Experience

☑ Executive-level experience in a role focused on environmental issues

[Fixed row]

(4.3) Is there management-level responsibility for environmental issues within your organization?

	Management-level responsibility for this environmental issue
Climate change	*Select from:* ☑ Yes
Water	*Select from:* ☑ Yes
Biodiversity	*Select from:* ☑ Yes

[Fixed row]

(4.3.1) Provide the highest senior management-level positions or committees with responsibility for environmental issues (do not include the names of individuals).

Climate change

(4.3.1.1) Position of individual or committee with responsibility

Executive level

☑ Chief Financial Officer (CFO)

(4.3.1.2) Environmental responsibilities of this position

Strategy and financial planning

☑ Developing a business strategy which considers environmental issues

☑ Implementing the business strategy related to environmental issues

☑ Managing acquisitions, mergers, and divestitures related to environmental issues

Other

☑ Providing employee incentives related to environmental performance

(4.3.1.4) Reporting line

Select from:

☑ Reports to the board directly

(4.3.1.5) Frequency of reporting to the board on environmental issues

Select from:

☑ Half-yearly

(4.3.1.6) Please explain

The Group CEO has overall responsibility for the area. These duties were assigned to this position due its seniority and relevance of ESG and climate-related metrics in the Group.

Water

(4.3.1.1) Position of individual or committee with responsibility

Committee

☑ Sustainability committee

(4.3.1.2) Environmental responsibilities of this position

Dependencies, impacts, risks and opportunities

☑ Assessing environmental dependencies, impacts, risks, and opportunities

☑ Managing environmental dependencies, impacts, risks, and opportunities

Strategy and financial planning

☑ Conducting environmental scenario analysis

(4.3.1.4) Reporting line

Select from:

☑ Other, please specify **:**Both CFO and COO are members of the Sustainability Working Group, reporting to the Board directly.

(4.3.1.5) Frequency of reporting to the board on environmental issues

Select from:

☑ As important matters arise

(4.3.1.6) Please explain

Sustainability Working Group meets across the year and comprises the CFO and the COO together with individuals in finance and ESG roles. Whenever topics related to Water arise, these are discussed and elevated as needed. The Group is currently performing a Double Materiality Assessment in alignment with CSRD and if this topic is deemed as material it can be further included into the Board frequent updates.

Biodiversity

(4.3.1.1) Position of individual or committee with responsibility

Committee

☑ Sustainability committee

(4.3.1.2) Environmental responsibilities of this position

Dependencies, impacts, risks and opportunities

☑ Assessing environmental dependencies, impacts, risks, and opportunities

☑ Managing environmental dependencies, impacts, risks, and opportunities

Strategy and financial planning

☑ Conducting environmental scenario analysis

(4.3.1.4) Reporting line

Select from:

☑ Other, please specify **:**Both CFO and COO are members of the Sustainability Working Group, reporting to the Board directly.

(4.3.1.5) Frequency of reporting to the board on environmental issues

Select from:

☑ As important matters arise

(4.3.1.6) Please explain

Sustainability Working Group meets across the year and comprises the CFO and the COO together with individuals in finance and ESG roles. Whenever topics related to Biodiversity arise, these are discussed and elevated as needed. The Group is currently performing a Double Materiality Assessment in alignment with CSRD and if this topic is deemed as material it can be further included into the Board frequent updates.

Climate change

(4.3.1.1) Position of individual or committee with responsibility

Executive level

☑ Chief Financial Officer (CFO)

(4.3.1.2) Environmental responsibilities of this position

Dependencies, impacts, risks and opportunities

☑ Assessing environmental dependencies, impacts, risks, and opportunities

☑ Managing environmental dependencies, impacts, risks, and opportunities

Strategy and financial planning

☑ Conducting environmental scenario analysis

☑ Managing acquisitions, mergers, and divestitures related to environmental issues

☑ Managing annual budgets related to environmental issues

☑ Managing environmental reporting, audit, and verification processes

(4.3.1.4) Reporting line

Select from:

☑ Reports to the board directly

(4.3.1.5) Frequency of reporting to the board on environmental issues

Select from:

☑ Half-yearly

(4.3.1.6) Please explain

The Group CFO oversees maintenance of the climate risk register as well as all other pieces related to climate risks and opportunities. These duties were assigned to this position due its seniority and relevance of ESG and climate-related metrics in the Group.

Climate change

(4.3.1.1) Position of individual or committee with responsibility

Executive level

☑ Chief Operating Officer (COO)

(4.3.1.2) Environmental responsibilities of this position

Dependencies, impacts, risks and opportunities

☑ Assessing future trends in environmental dependencies, impacts, risks, and opportunities

Engagement

☑ Managing value chain engagement related to environmental issues

Policies, commitments, and targets

☑ Measuring progress towards environmental science-based targets

☑ Setting corporate environmental targets

Strategy and financial planning

☑ Developing a climate transition plan

☑ Implementing a climate transition plan

☑ Managing major capital and/or operational expenditures relating to environmental issues

(4.3.1.4) Reporting line

Select from:

☑ Reports to the board directly

(4.3.1.5) Frequency of reporting to the board on environmental issues

Select from:

☑ Half-yearly

(4.3.1.6) Please explain

The Group COO oversees the updating of and delivery against the Group's climate transition plan, including actions related such as GHG emission measurement, value chain engagement. These duties were assigned to this position due its seniority and relevance of ESG and climate-related metrics in the Group.
[Add row]

(4.5) Do you provide monetary incentives for the management of environmental issues, including the attainment of targets?

Climate change

(4.5.1) Provision of monetary incentives related to this environmental issue

Select from:

☑ Yes

(4.5.2) % of total C-suite and board-level monetary incentives linked to the management of this environmental issue

5

(4.5.3) Please explain

Since 2021/22, ESG-related measures were introduced into the annual bonus scheme for Executive Directors and Executive Committee. For 2023/24, the annual bonus scheme included a climate-related target that was applied for all members of the Executive Committee and for the Extended Leadership Team. The target was to obtain commitments from a portion of suppliers to set their own greenhouse gas emissions reduction targets, which must align with Science Based Target initiative (SBTi) criteria. Success was measured as a quantifiable percentage of our Scope 3 emissions covered by these supplier commitments. For 2024/25, a higher percentage of the same target is in place for all the members of the Executive Committee and for the Extended Leadership Team.

Water

(4.5.1) Provision of monetary incentives related to this environmental issue

Select from:

☑ No, and we do not plan to introduce them in the next two years

(4.5.3) Please explain

As a digital platform with minimal direct water dependencies, the Group prioritises other sustainability issues which have more direct relevance to their operations and supply chain. If water becomes a material environmental topic in the future, it can be integrated into incentive structures aligned with broader ESG-related goals.
[Fixed row]

(4.5.1) Provide further details on the monetary incentives provided for the management of environmental issues (do not include the names of individuals).

Climate change

(4.5.1.1) Position entitled to monetary incentive

Board or executive level

☑ Chief Executive Officer (CEO)

(4.5.1.2) Incentives

Select all that apply

☑ Bonus - % of salary

(4.5.1.3) Performance metrics

Targets

☑ Progress towards environmental targets

Engagement

☑ Increased engagement with suppliers on environmental issues

(4.5.1.4) Incentive plan the incentives are linked to

Select from:

☑ Short-Term Incentive Plan, or equivalent, only (e.g. contractual annual bonus)

(4.5.1.5) Further details of incentives

For the year ended 30 April 2024, the annual bonus scheme included a measure (6.7% weighting in potential bonus outcome) required the Group to obtain commitments from suppliers to set their own emissions reduction targets, which must align with SBTi criteria. The Group successfully achieved the FY24 target. For *the year ending 30 April 2025 (FY25), this target is updated with a higher percentage of suppliers committed with emission reduction aligned with SBTi criteria (5 % weighting).*

(4.5.1.6) How the position's incentives contribute to the achievement of your environmental commitments and/or climate transition plan

These incentives engage Moonpig Group senior leadership with actions towards the Climate Transition Plan. For example, obtaining commitment from suppliers to reduce their own emissions in alignment with the SBTi criteria is fully aligned with our ESG Strategy and part of our ESG goals.

Climate change

(4.5.1.1) Position entitled to monetary incentive

Board or executive level

☑ Chief Financial Officer (CFO)

(4.5.1.2) Incentives

Select all that apply

☑ Bonus - % of salary

(4.5.1.3) Performance metrics

Targets

☑ Progress towards environmental targets

Engagement

☑ Increased engagement with suppliers on environmental issues

(4.5.1.4) Incentive plan the incentives are linked to

Select from:

☑ Short-Term Incentive Plan, or equivalent, only (e.g. contractual annual bonus)

(4.5.1.5) Further details of incentives

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(4.5.1.6) How the position's incentives contribute to the achievement of your environmental commitments and/or climate transition plan

These incentives engage Moonpig Group senior leadership with actions towards the Climate Transition Plan. For example, obtaining commitment from suppliers to reduce their own emissions in alignment with the SBTi criteria is fully aligned with our ESG Strategy and part of our ESG goals.

Climate change

(4.5.1.1) Position entitled to monetary incentive

Board or executive level

☑ Chief Executive Officer (CEO)

(4.5.1.2) Incentives

Select all that apply

☑ Bonus - % of salary

(4.5.1.3) Performance metrics

Targets

☑ Progress towards environmental targets

Engagement

☑ Increased engagement with suppliers on environmental issues

(4.5.1.4) Incentive plan the incentives are linked to

Select from:

☑ Short-Term Incentive Plan, or equivalent, only (e.g. contractual annual bonus)

(4.5.1.5) Further details of incentives

For the year ended 30 April 2024, the annual bonus scheme included a measure (10% weighting in potential bonus outcome) required the Group to obtain commitments from suppliers to set their own emissions reduction targets, which must align with SBTi criteria. The Group successfully achieved the FY24 target. For the year ending 30 April 2025 (FY25), this target is updated with a higher percentage of suppliers committed with emission reduction aligned with SBTi criteria (5 % weighting).

(4.5.1.6) How the position's incentives contribute to the achievement of your environmental commitments and/or climate transition plan

These incentives engage Moonpig Group senior leadership with actions towards the Climate Transition Plan. For example, obtaining commitment from suppliers to reduce their own emissions in alignment with the SBTi criteria is fully aligned with our ESG Strategy and part of our ESG goals.

[Add row]

(4.6) Does your organization have an environmental policy that addresses environmental issues?

	Does your organization have any environmental policies?
	Select from: ☑ Yes

[Fixed row]

(4.6.1) Provide details of your environmental policies.

Row 1

(4.6.1.1) Environmental issues covered

Select all that apply

☑ Climate change

(4.6.1.2) Level of coverage

Select from:

☑ Organization-wide

(4.6.1.3) Value chain stages covered

Select all that apply

☑ Direct operations

☑ Upstream value chain

☑ Downstream value chain

(4.6.1.4) Explain the coverage

Moonpig's Environmental Policy addresses the value chain in three areas: 1) Direct Operations: Focuses on reducing the environmental footprint of Moonpig's facilities, energy use, and internal processes. 2) Upstream: Engages with suppliers to ensure sustainable sourcing of materials, reduction of emissions, and compliance with Extended Producer Responsibility (EPR) for packaging. 3) Downstream: Addresses the impact of product delivery and waste management, aiming to minimize packaging waste and support sustainable disposal or recycling practices for customers.

(4.6.1.5) Environmental policy content

Environmental commitments

☑ Commitment to a circular economy strategy

☑ Commitment to comply with regulations and mandatory standards

☑ Commitment to take environmental action beyond regulatory compliance

☑ Commitment to stakeholder engagement and capacity building on environmental issues

Climate-specific commitments

☑ Commitment to 100% renewable energy

☑ Commitment to net-zero emissions

(4.6.1.6) Indicate whether your environmental policy is in line with global environmental treaties or policy goals

Select all that apply

☑ Yes, in line with the Paris Agreement

(4.6.1.7) Public availability

Select from:

☑ Publicly available

(4.6.1.8) Attach the policy

MPG-Environmental-Policy-2024.pdf
[Add row]

(4.10) Are you a signatory or member of any environmental collaborative frameworks or initiatives?

	Are you a signatory or member of any environmental collaborative frameworks or initiatives?
	Select from: ☑ No, but we plan to within the next two years

[Fixed row]

(4.11) In the reporting year, did your organization engage in activities that could directly or indirectly influence policy, law, or regulation that may (positively or negatively) impact the environment?

(4.11.1) External engagement activities that could directly or indirectly influence policy, law, or regulation that may impact the environment

Select all that apply

☑ No, we have assessed our activities, and none could directly or indirectly influence policy, law, or regulation that may impact the environment

(4.11.2) Indicate whether your organization has a public commitment or position statement to conduct your engagement activities in line with global environmental treaties or policy goals

Select from:

☑ Yes, we have a public commitment or position statement in line with global environmental treaties or policy goals

(4.11.3) Global environmental treaties or policy goals in line with public commitment or position statement

Select all that apply

☑ Paris Agreement

(4.11.4) Attach commitment or position statement

sustainability-report-2024.pdf

(4.11.5) Indicate whether your organization is registered on a transparency register

Select from:

☑ No

(4.11.8) Describe the process your organization has in place to ensure that your external engagement activities are consistent with your environmental commitments and/or transition plan

The Group is committed to achieving its climate-related targets. As part of this commitment, the Board approved our Climate Transition Plan in April 2023. It is intended to address the long-term, assessed medium impact market and technology risks in a Paris Agreement Aligned (below 1.5C) scenario, which envisage potential financial impact from carbon tax and pricing mechanisms as well as potential reputation impact from failure to decarbonise the Group's products and/or value chain. It focuses on four pathways: sustainably sourced cards and gifts, low carbon delivery, low carbon manufacturing and fulfilment, and more accurate emissions data measurement.

(4.11.9) Primary reason for not engaging in activities that could directly or indirectly influence policy, law, or regulation that may impact the environment

Select from:

☑ Not an immediate strategic priority

(4.11.10) Explain why your organization does not engage in activities that could directly or indirectly influence policy, law, or regulation that may impact the environment

At the moment the Group prioritises its resource dedication internally, focusing on the Climate Transition Plan implementation.
[Fixed row]

(4.12) Have you published information about your organization’s response to environmental issues for this reporting year in places other than your CDP response?

Select from:

☑ Yes

(4.12.1) Provide details on the information published about your organization’s response to environmental issues for this reporting year in places other than your CDP response. Please attach the publication.

Row 1

(4.12.1.1) Publication

Select from:

☑ In mainstream reports, in line with environmental disclosure standards or frameworks

(4.12.1.2) Standard or framework the report is in line with

Select all that apply

☑ IFRS

☑ TCFD

(4.12.1.3) Environmental issues covered in publication

Select all that apply

☑ Climate change

☑ Water

(4.12.1.4) Status of the publication

Select from:

☑ Complete

(4.12.1.5) Content elements

Select all that apply

☑ Strategy

☑ Governance

☑ Emission targets

☑ Emissions figures

☑ Risks & Opportunities

☑ Value chain engagement

☑ Water accounting figures

(4.12.1.6) Page/section reference

ESG Strategy, Targets and Performance: from pages 32 to 47 (ref. ARA FY24)

(4.12.1.7) Attach the relevant publication

annual-report-and-accounts-2024.pdf

(4.12.1.8) Comment

N/A
[Add row]

C5. Business strategy

(5.1) Does your organization use scenario analysis to identify environmental outcomes?

Climate change

(5.1.1) Use of scenario analysis

Select from:

☑ Yes

(5.1.2) Frequency of analysis

Select from:

☑ On a per project basis

Water

(5.1.1) Use of scenario analysis

Select from:

☑ No, but we plan to within the next two years

(5.1.3) Primary reason why your organization has not used scenario analysis

Select from:

☑ Not an immediate strategic priority

(5.1.4) Explain why your organization has not used scenario analysis

While we recognize the importance of scenario analysis for water outcomes, it is not an immediate priority for Moonpig Group at this time due to our reduced water consumption within operations. We are currently focused on our ongoing Double Materiality Assessment (DMA) to identify and evaluate the most significant

environmental impacts and dependencies relevant to our business. Should water outcomes be deemed material during this assessment, we will certainly consider incorporating scenario analysis to enhance our understanding and management of these risks
[Fixed row]

(5.1.1) Provide details of the scenarios used in your organization's scenario analysis.

Climate change

(5.1.1.1) Scenario used

Climate transition scenarios

☑ Bespoke climate transition scenario

(5.1.1.3) Approach to scenario

Select from:

☑ Qualitative

(5.1.1.4) Scenario coverage

Select from:

☑ Organization-wide

(5.1.1.5) Risk types considered in scenario

Select all that apply

☑ Policy
☑ Market
☑ Liability
☑ Reputation
☑ Technology
☑ Acute physical
☑ Chronic physical

(5.1.1.6) Temperature alignment of scenario

Select from:

☑ 1.5°C or lower

(5.1.1.7) Reference year

2022

(5.1.1.8) Timeframes covered

Select all that apply

☑ 2100

(5.1.1.9) Driving forces in scenario

Local ecosystem asset interactions, dependencies and impacts

☑ Climate change (one of five drivers of nature change)

Stakeholder and customer demands

☑ Consumer sentiment

☑ Consumer attention to impact

☑ Impact of nature footprint on reputation

☑ Impact of nature service delivery on consumer

Regulators, legal and policy regimes

☑ Global regulation

(5.1.1.10) Assumptions, uncertainties and constraints in scenario

Under this transition scenario, there is sustained and coordinated collective action, with emissions reductions meeting the required levels to keep global average temperature increases to below 1.5C by 2100. There is a lower likelihood of severe climate-change-related weather events, but potential impact from the climate change policies implemented globally to align to the 1.5C warming pathway.

(5.1.1.11) Rationale for choice of scenario

Scenarios considering 1.5ºC temperature trajectories in alignment with the Paris Agreement. This is in line with the Group work and aim to support global action towards Net Zero, as shown in our Climate Transition Plan

Climate change

(5.1.1.1) Scenario used

Climate transition scenarios

☑ Bespoke climate transition scenario

(5.1.1.3) Approach to scenario

Select from:

☑ Qualitative

(5.1.1.4) Scenario coverage

Select from:

☑ Organization-wide

(5.1.1.5) Risk types considered in scenario

Select all that apply

☑ Policy
☑ Market
☑ Liability
☑ Reputation
☑ Technology
☑ Acute physical
☑ Chronic physical

(5.1.1.6) Temperature alignment of scenario

Select from:
☑ 4.0ºC and above

(5.1.1.7) Reference year

2022

(5.1.1.8) Timeframes covered

Select all that apply
☑ 2100

(5.1.1.9) Driving forces in scenario

Local ecosystem asset interactions, dependencies and impacts
☑ Climate change (one of five drivers of nature change)

Stakeholder and customer demands
☑ Consumer sentiment
☑ Consumer attention to impact
☑ Impact of nature footprint on reputation
☑ Impact of nature service delivery on consumer

Regulators, legal and policy regimes
☑ Global regulation

(5.1.1.10) Assumptions, uncertainties and constraints in scenario

Under this scenario, there is inadequate action to limit emissions and modelling reflects a world where increasing concentrations of CO2 put global average temperature increases on a trajectory towards 4C by 2100. There is no further climate policy intervention, but increased risk of physical impacts due to the severity and frequency of climate-change related weather events.

(5.1.1.11) Rationale for choice of scenario

Scenarios considering 4ºC temperature trajectories in alignment with Business as usual.
[Add row]

(5.1.2) Provide details of the outcomes of your organization's scenario analysis.

Climate change

(5.1.2.1) Business processes influenced by your analysis of the reported scenarios

Select all that apply

☑ Risk and opportunities identification, assessment and management

☑ Resilience of business model and strategy

☑ Target setting and transition planning

(5.1.2.2) Coverage of analysis

Select from:

☑ Organization-wide

(5.1.2.3) Summarize the outcomes of the scenario analysis and any implications for other environmental issues

The outcomes of the performed scenario analysis included: 1)The identification of 4 climate-related risks and 5 climate-related opportunities, 2) The responses for each risk and opportunity according to the climate scenarios, 3) The identification of the future data needed to prepare a fully integrated and quantified climate scenarios analysis. In sum, • For physical risks and for transition risks related to price analysis and regulatory changes, the Group performed a quantitative assessment of individual key risks under two scenarios, with support from external advisers. • Potential physical impacts were assessed through two metrics, site damage (the potential impact of hazards on site infrastructure) and business interruption (the potential revenue loss associated with hazards). • For transition risks related to price analysis and regulatory change, these were analysed using climate scenario modelling to assess the potential financial impact in both the Paris Agreement Aligned and the Business-as-Usual scenarios. • For transition risks related to the path to decarbonisation, and for climate opportunities, we have performed a qualitative assessment of risk and impact, using available internal data and external literature. • Each risk has been classified as either High (10% impact on Group Adjusted EBITDA), Medium (5%
[Fixed row]

(5.2) Does your organization's strategy include a climate transition plan?

(5.2.1) Transition plan

Select from:

☑ Yes, we have a climate transition plan which aligns with a 1.5°C world

(5.2.3) Publicly available climate transition plan

Select from:

☑ Yes

(5.2.4) Plan explicitly commits to cease all spending on, and revenue generation from, activities that contribute to fossil fuel expansion

Select from:

☑ No, but we plan to add an explicit commitment within the next two years

(5.2.6) Explain why your organization does not explicitly commit to cease all spending on and revenue generation from activities that contribute to fossil fuel expansion

Moonpig Group's Climate Action Plan, signed off in 2023, prioritizes reducing our carbon footprint and transitioning towards more sustainable practices across our value chain. While we are committed to addressing climate risks and supporting the global shift to a low-carbon economy, we do not currently make an explicit commitment to cease all spending or revenue associated with fossil fuels. This is because our primary focus is on actionable steps within our own operations and supply chain, where we can have the greatest impact. We are continually evaluating our practices, and as part of our ongoing sustainability initiatives, investing in partnerships that are not reliant on fossil fuels.

(5.2.7) Mechanism by which feedback is collected from shareholders on your climate transition plan

Select from:

☑ We have a different feedback mechanism in place

(5.2.8) Description of feedback mechanism

The Board has approved the Group's inaugural Climate Transition Plan in April 2023, which sets out how the business plans to adapt as the world transitions to a low carbon economy. The COO oversees the updating of and delivery against the Group's Climate Transition Plan.

(5.2.9) Frequency of feedback collection

Select from:

☑ Annually

(5.2.10) Description of key assumptions and dependencies on which the transition plan relies

Key Assumptions: a) Technological Advancements: ongoing technological improvements (e.g., more efficient logistics, packaging alternatives, digital platform optimizations) will enable emissions reductions and support the Group's carbon-reduction targets. b) Consumer Demand for Sustainability: consumer preferences will continue to shift towards more sustainable products and practices, enabling Moonpig to leverage its environmental initiatives for competitive advantage. c) Availability of Renewable Energy: sufficient renewable energy infrastructure will be available to support operational decarbonization, particularly in Moonpig's digital operations and third-party logistics providers. Key Dependencies: a) Organizational Capability and Resources: the successful execution of the Transition Plan is contingent on the Group's capacity to allocate resources (time, budget, expertise) to sustainability initiatives without compromising core business functions. b) Supplier Sustainability Practices: the plan involves suppliers' ability to meet sustainability commitments, such as reducing their carbon emissions, using lower-carbon materials, and transportation methods. c) Technology & Data Accuracy: The plan aims for increased availability and accuracy of data to track, verify, and report. Improved systems for data collection, monitoring, and verification are essential for transparency, making informed decisions. Investments in technical and digital infrastructure will support these efforts.

(5.2.11) Description of progress against transition plan disclosed in current or previous reporting period

Low Carbon Delivery: At Moonpig, we have expanded our digital gifting offering by enabling the delivery of gift experiences both as an attachment to an e-card and as a code within a physical greeting card. In Greetz, we implemented new processes to consolidate multiple gifting items into single-delivery packaging, reducing the number of shipments where possible. Low Carbon Manufacturing: Following the acquisition of Experiences, we have migrated several systems from on-premise to the cloud, aligning with standard practice for the rest of the Group. This has reduced our data storage requirements, improving energy efficiency and lowering operational costs. We plan to install solar panels at our Almere facility in the Netherlands in FY25 under a lease agreement recently put in place with the landlord. More accurate measurements: We expanded our contract with Rizikon to gather data on suppliers' carbon footprints and assess their alignment with SBTi standards. We systematically request emissions reduction and net zero targets from suppliers, as well as specific emissions data relating to goods and services provided. Since implementation, this has been rolled out to all new key suppliers and any key suppliers due for periodic review.

(5.2.12) Attach any relevant documents which detail your climate transition plan (optional)

sustainability-report-2024.pdf

(5.2.13) Other environmental issues that your climate transition plan considers

Select all that apply

☑ Plastics

(5.2.14) Explain how the other environmental issues are considered in your climate transition plan

On the "Sustainably Sourced Cards and Gifts" pathways, one of our areas of focus is "Sustainable card, paper and packaging", where we intend to continue to sustainably source card, paper, and cardboard packaging certified as FSC, PEFC or 80% recycled content. We also aim to reduce single-use plastic packaging and increase recycled content across our packaging range. We plan to reduce packaging void space to reduce transport emissions.
[Fixed row]

(5.3) Have environmental risks and opportunities affected your strategy and/or financial planning?

(5.3.1) Environmental risks and/or opportunities have affected your strategy and/or financial planning

Select from:

☑ Yes, both strategy and financial planning

(5.3.2) Business areas where environmental risks and/or opportunities have affected your strategy

Select all that apply

☑ Products and services

☑ Upstream/downstream value chain

☑ Investment in R&D

☑ Operations

[Fixed row]

(5.3.1) Describe where and how environmental risks and opportunities have affected your strategy.

Products and services

(5.3.1.1) Effect type

Select all that apply

☑ Risks

☑ Opportunities

(5.3.1.2) Environmental issues relevant to the risks and/or opportunities that have affected your strategy in this area

Select all that apply

☑ Climate change

(5.3.1.3) Describe how environmental risks and/or opportunities have affected your strategy in this area

The Group has performed an assessment of the individual risks and opportunities which indicates that the potential impact of all specific risks is low in the short and medium-term. In the Paris Aligned scenario, there are climate-related risks that might have an impact on Products and Services the long term, as follows: (R3) the risk that consumer preferences might change in future in ways that could cause a reduction in demand for the Group's product offering; and (R4) the risk that a failure of the Group's suppliers to decarbonise at sufficient speed might impact the Group's reputation with consumers. At the same time, we foresee opportunities such as (O3) where lower carbon products portfolio may provide new spaces to capitalise on a growing market for sustainable or zero-carbon gifting; (O4) where increased consumer demand for recycled content allows us to take advantage of this trend by improving the prominence of labelling and recycling instructions; and (O5) where by meeting our reforesting goal, the Group can improve its reputation amongst consumers.

Upstream/downstream value chain

(5.3.1.1) Effect type

Select all that apply

☑ Risks

☑ Opportunities

(5.3.1.2) Environmental issues relevant to the risks and/or opportunities that have affected your strategy in this area

Select all that apply

☑ Climate change

(5.3.1.3) Describe how environmental risks and/or opportunities have affected your strategy in this area

The Group has performed an assessment of the individual risks and opportunities which indicates that the potential impact of all specific risks is low in the short and medium-term. In the Paris Aligned scenario, there are climate-related risks that might have an impact in our value chain in the long term, as follows: (R2) the risk that *governments could apply a carbon taxation for indirect emissions (Scope 3); (R3) the risk that consumer preferences might change in future in ways that could cause a reduction in demand for the Group's product offering; and (R4) the risk that a failure of the Group's suppliers to decarbonise at sufficient speed might impact the Group's reputation with consumers. At the same time, we foresee opportunities such as (O3) where lower carbon products portfolio may provide new spaces to capitalise on a growing market for sustainable or zero-carbon gifting; and (O4) where increased consumer demand for recycled content allows us to take advantage of this trend by improving the prominence of labelling and recycling instructions.*

Investment in R&D

(5.3.1.1) Effect type

Select all that apply

☑ Opportunities

(5.3.1.2) Environmental issues relevant to the risks and/or opportunities that have affected your strategy in this area

Select all that apply

☑ Climate change

(5.3.1.3) Describe how environmental risks and/or opportunities have affected your strategy in this area

The Group has performed an assessment of the individual risks and opportunities which indicates opportunities such as (O1) the increased usage of renewable energy and on-site solar generation. The cost of energy from traditional sources is expected to rise due to the transition to a lower carbon economy, causing a relative fall in costs for renewable energy. Shifting to 100% renewable energy could enable the Group to take advantage of cheaper power and lower its Scope 2 emissions. Additionally, in 2024/25, we plan to install solar panels at our Almere facility in the Netherlands under a lease agreement recently put in place with the landlord.

Operations

(5.3.1.1) Effect type

Select all that apply

☑ Risks

(5.3.1.2) Environmental issues relevant to the risks and/or opportunities that have affected your strategy in this area

Select all that apply

☑ Climate change

(5.3.1.3) Describe how environmental risks and/or opportunities have affected your strategy in this area

The Group has performed an assessment of the individual risks and opportunities. There are climate-related risks that might have low impact in Operations the short, medium and long term, as follows: (R1) the risk that operational sites and distribution are exposed to physical risk. An increase in the frequency and severity of extreme weather conditions could result in damage and/or interruption to manufacturing and distribution facilities. Third-party analysis suggests coastal inundation is likely the most significant hazard in both scenarios. The highest levels of exposure relate to the Group's Guernsey operations. Levels of impact for the Group's Dutch operations are low within the time horizons considered by our assessment, owing to strong coastal defences in the Netherlands.
[Add row]

(5.3.2) Describe where and how environmental risks and opportunities have affected your financial planning.

Row 1

(5.3.2.1) Financial planning elements that have been affected

Select all that apply
☑ Liabilities

(5.3.2.2) Effect type

Select all that apply
☑ Risks

(5.3.2.3) Environmental issues relevant to the risks and/or opportunities that have affected these financial planning elements

Select all that apply
☑ Climate change

(5.3.2.4) Describe how environmental risks and/or opportunities have affected these financial planning elements

Carbon taxation is assumed to be the primary lever by which governments around the globe will incentivise decarbonisation. Increases to carbon tariffs could lead to additional operational costs, through direct carbon costs on Scope 1 and 2 emissions or indirectly through increased input costs from suppliers (Scope 3). Quantification of potential future liabilities for Scope 1 and 2 emissions show the financial impact to the Group is not expected to be significant out to 2050 even if the Group fails to meet decarbonisation goals (less than 2m EBITDA impact in a Business-as-Usual scenario). In 2023/24 the Group measured the carbon price from its

Scope 3 emissions using price projections from the International Energy Agency's World Energy Model. The projection indicates approximately 30m per year by 2050, which initially indicates a "High" risk rating. However, we believe it is unlikely that governments could in practice impose such significant carbon taxes on a comparatively non-energy intensive sector, as the repercussions of such a policy for the broader economy could be devastating. As a result, it was classified as "Medium" risk in the long-term.
[Add row]

(5.4) In your organization's financial accounting, do you identify spending/revenue that is aligned with your organization's climate transition?

	Identification of spending/revenue that is aligned with your organization's climate transition
	Select from: ☑ No, but we plan to in the next two years

[Fixed row]

(5.9) What is the trend in your organization's water-related capital expenditure (CAPEX) and operating expenditure (OPEX) for the reporting year, and the anticipated trend for the next reporting year?

(5.9.1) Water-related CAPEX (+/- % change)

0

(5.9.2) Anticipated forward trend for CAPEX (+/- % change)

0

(5.9.3) Water-related OPEX (+/- % change)

-5

(5.9.4) Anticipated forward trend for OPEX (+/- % change)

0

(5.9.5) Please explain

Moonpig Group had no capital expenditure (CAPEX) specifically related to water management during FY24, and we do not anticipate any water-related CAPEX for the next reporting year. Regarding operating expenditure (OPEX), we estimate a 10% reduction in water-related costs, primarily due to a decrease in water supply costs. This reduction is largely attributed to lower water usage volumes in FY24 compared to FY23, reflecting our ongoing efforts to improve water efficiency across our operations and merging facilities (Experiences teams sharing Herbal House with Moonpig teams in London). We expect this downward trend in OPEX to continue for the next reporting year.
[Fixed row]

(5.10) Does your organization use an internal price on environmental externalities?

(5.10.1) Use of internal pricing of environmental externalities

Select from:
☑ No, and we do not plan to in the next two years

(5.10.3) Primary reason for not pricing environmental externalities

Select from:
☑ Not an immediate strategic priority

(5.10.4) Explain why your organization does not price environmental externalities

Currently, Moonpig Group does not use an internal price on environmental externalities, such as carbon or water pricing. However, we recognize the value of this approach in assessing environmental risks and opportunities, and as part of our ongoing sustainability strategy, we continue to monitor developments in internal pricing mechanisms. This could be an area we explore further as we enhance our environmental risk management framework and evaluate tools for future preparedness.
[Fixed row]

(5.11) Do you engage with your value chain on environmental issues?

Suppliers

(5.11.1) Engaging with this stakeholder on environmental issues

Select from:

☑ Yes

(5.11.2) Environmental issues covered

Select all that apply

☑ Climate change

Customers

(5.11.1) Engaging with this stakeholder on environmental issues

Select from:

☑ Yes

(5.11.2) Environmental issues covered

Select all that apply

☑ Climate change

Investors and shareholders

(5.11.1) Engaging with this stakeholder on environmental issues

Select from:

☑ No, but we plan to within the next two years

(5.11.3) Primary reason for not engaging with this stakeholder on environmental issues

Select from:
☑ Not an immediate strategic priority

(5.11.4) Explain why you do not engage with this stakeholder on environmental issues

At present, Moonpig Group does not formally engage with shareholders or investors specifically on environmental issues. However, we integrate sustainability into our core operations and reporting frameworks, such as CDP, TCFD, and in the near future CSRD, where we provide transparency about our environmental impact and progress to this audience. While we understand the growing importance of environmental concerns among investors, our focus has been to concentrate on building a solid foundation for sustainability within the business. As we continue to advance our environmental programs and strengthen our sustainability reporting, we anticipate that investor engagement on these issues will naturally evolve in the future.

Other value chain stakeholders

(5.11.1) Engaging with this stakeholder on environmental issues

Select from:
☑ No, and we do not plan to within the next two years

(5.11.3) Primary reason for not engaging with this stakeholder on environmental issues

Select from:
☑ Not an immediate strategic priority

(5.11.4) Explain why you do not engage with this stakeholder on environmental issues

While we recognize the importance of engaging a broader range of value chain stakeholders, we have prioritized building a robust internal sustainability program first, also working with suppliers and customers. As our environmental initiatives evolve, we may look to expand our engagement with additional stakeholders to further enhance our sustainability efforts.
[Fixed row]

(5.11.1) Does your organization assess and classify suppliers according to their dependencies and/or impacts on the environment?

	Assessment of supplier dependencies and/or impacts on the environment
Climate change	*Select from:* ☑ No, we do not currently assess the dependencies and/or impacts of our suppliers, but we plan to do so within the next two years

[Fixed row]

(5.11.2) Does your organization prioritize which suppliers to engage with on environmental issues?

Climate change

(5.11.2.1) Supplier engagement prioritization on this environmental issue

Select from:

☑ Yes, we prioritize which suppliers to engage with on this environmental issue

(5.11.2.2) Criteria informing which suppliers are prioritized for engagement on this environmental issue

Select all that apply

☑ Material sourcing

☑ Procurement spend

☑ Strategic status of suppliers

(5.11.2.4) Please explain

Yes, Moonpig Group prioritizes specific suppliers for engagement on environmental issues, particularly through our Net Zero Engagement program where suppliers must have SBTi-aligned commitments. We focus on key suppliers that represent approximately 67% of our Scope 3 emissions. These suppliers are typically associated with our highest spend and include those providing paper and packaging, gifts, services, and transportation. By prioritizing these suppliers, we aim to maximize our impact on reducing emissions across our value chain and drive meaningful progress towards our Net Zero goals.

[Fixed row]

(5.11.5) Do your suppliers have to meet environmental requirements as part of your organization's purchasing process?

Climate change

(5.11.5.1) Suppliers have to meet specific environmental requirements related to this environmental issue as part of the purchasing process

Select from:

☑ Yes, suppliers have to meet environmental requirements related to this environmental issue, but they are not included in our supplier contracts

(5.11.5.2) Policy in place for addressing supplier non-compliance

Select from:

☑ No, we do not have a policy in place for addressing non-compliance

(5.11.5.3) Comment

Currently, Moonpig Group's Supplier Code of Conduct sets clear expectations for sustainability, including Environmental Risk Management, Sustainability Practices, GHG Emissions Calculation, and alignment with Science-Based Targets (SBTi). While these expectations serve as recommendations rather than contractual obligations at present, we aim to expand and formalise these environmental requirements within supplier contracts in the future. This will strengthen our engagement with suppliers on sustainability and reinforce our commitment to driving positive environmental action across the value chain. Additionally, Moonpig Group only purchases paper, packaging and envelopes from suppliers with sustainable credentials, including FSC and PEFC certifications, or using 80% recycled content.
[Fixed row]

(5.11.6) Provide details of the environmental requirements that suppliers have to meet as part of your organization's purchasing process, and the compliance measures in place.

Climate change

(5.11.6.1) Environmental requirement

Select from:

☑ Compliance with an environmental certification, please specify :FSC, PEFC or >80% recycled content

(5.11.6.2) Mechanisms for monitoring compliance with this environmental requirement

Select all that apply
☑ Certification
☑ Supplier self-assessment

(5.11.6.3) % tier 1 suppliers by procurement spend required to comply with this environmental requirement

Select from:
☑ 1-25%

(5.11.6.4) % tier 1 suppliers by procurement spend in compliance with this environmental requirement

Select from:
☑ 1-25%

(5.11.6.7) % tier 1 supplier-related scope 3 emissions attributable to the suppliers required to comply with this environmental requirement

Select from:
☑ 1-25%

(5.11.6.8) % tier 1 supplier-related scope 3 emissions attributable to the suppliers in compliance with this environmental requirement

Select from:
☑ 1-25%

(5.11.6.9) Response to supplier non-compliance with this environmental requirement

Select from:
☑ Retain and engage

(5.11.6.10) % of non-compliant suppliers engaged

Select from:
☑ None

(5.11.6.11) Procedures to engage non-compliant suppliers

Select all that apply
☑ Providing information on appropriate actions that can be taken to address non-compliance
☑ Re-integrating suppliers back into upstream value chain based on the successful and verifiable completion of activities

(5.11.6.12) Comment

There is a requirement for our outsourcers to procure sustainably sourced (FSC/PEFC/ 75% recycled content) card, envelopes and packaging and for the products to be recyclable/compostable.
[Add row]

(5.11.7) Provide further details of your organization's supplier engagement on environmental issues.

Climate change

(5.11.7.2) Action driven by supplier engagement

Select from:
☑ No other supplier engagement
[Add row]

(5.11.9) Provide details of any environmental engagement activity with other stakeholders in the value chain.

Climate change

(5.11.9.1) Type of stakeholder

Select from:
☑ Customers

(5.11.9.2) Type and details of engagement

Education/Information sharing

☑ Run an engagement campaign to educate stakeholders about the environmental impacts about your products, goods and/or services

(5.11.9.3) % of stakeholder type engaged

Select from:

☑ 100%

(5.11.9.4) % stakeholder-associated scope 3 emissions

Select from:

☑ None

(5.11.9.5) Rationale for engaging these stakeholders and scope of engagement

Moonpig Group values to make our customers aware of the work we have been doing on climate change. In 2021/22 we used Earth Day to leverage the information through our website and social channels. In 2022/23 we started to share information about our products and relevant certification schemes. In 2023/24 we did a Tree Planting Day in London, planting more than 500 units to celebrate Earth Day. For future years we aim to continue the dialogue with our customers and raise even more awareness for environmental causes.

(5.11.9.6) Effect of engagement and measures of success

Future measures of success will be considered along with the defined climate-related customer engagement campaign.
[Add row]

C6. Environmental Performance - Consolidation Approach

(6.1) Provide details on your chosen consolidation approach for the calculation of environmental performance data.

Climate change

(6.1.1) Consolidation approach used

Select from:

☑ Operational control

(6.1.2) Provide the rationale for the choice of consolidation approach

Moonpig Group uses the Operational Control approach for the calculation of our environmental performance data, including greenhouse gas (GHG) emissions and other environmental impacts. This approach is in line with the Greenhouse Gas Protocol, and it allows us to account for 100% of the emissions from operations where we have the authority to introduce and implement operational policies. By using this method, we ensure that our environmental performance data reflects the activities and resources over which we have direct control, providing a clear picture of our operational impact. This approach also enables us to make more effective decisions regarding resource management and emission reduction strategies.

Water

(6.1.1) Consolidation approach used

Select from:

☑ Operational control

(6.1.2) Provide the rationale for the choice of consolidation approach

Moonpig Group uses the Operational Control approach for the calculation of water-related data, following the same principles as applied in our greenhouse gas (GHG) emissions accounting. This approach ensures that we account for 100% of the water-related impacts from operations where we have the authority to implement operational policies. As our operations have limited direct interaction with significant water use, the data collected primarily reflects our immediate operational footprint. While water data is currently more limited compared to other environmental metrics, we are committed to enhancing our understanding of water-related impacts as part of our broader sustainability strategy, including ongoing assessments like the Double Materiality Assessment for the Corporate Sustainability Reporting Directive (CSRD).

Plastics

(6.1.1) Consolidation approach used

Select from:

☑ Operational control

(6.1.2) Provide the rationale for the choice of consolidation approach

Moonpig Group uses the Operational Control approach for the calculation of plastic-related data. This is particularly relevant to our waste packaging management, where we collect data in line with Extended Producer Responsibility (EPR) requirements. By using this approach, we account for 100% of the plastics-related impacts from operations where we have direct control. We have also made significant progress by phasing out single-use plastics within our operations, which reflects our ongoing commitment to reducing plastic waste. While plastic-related data is not as comprehensive as other environmental metrics, we continue to build our capabilities in this area to better understand and manage our plastic use and its associated impacts.

Biodiversity

(6.1.1) Consolidation approach used

Select from:

☑ Other, please specify **:**Not consolidated yet

(6.1.2) Provide the rationale for the choice of consolidation approach

Moonpig Group has not yet adopted a formal consolidation approach for the calculation of biodiversity-related data. While we understand the critical role biodiversity plays in global environmental health, our current sustainability efforts have been concentrated on areas like climate action and resource efficiency, where we have clearer operational data. That said, we acknowledge that biodiversity impacts are a growing concern, and through initiatives such as our Double Materiality Assessment for the Corporate Sustainability Reporting Directive (CSRD), we aim to better understand and address our biodiversity impacts in the future.

[Fixed row]

C7. Environmental performance - Climate Change

(7.1) Is this your first year of reporting emissions data to CDP?

Select from:
☑ No

(7.1.1) Has your organization undergone any structural changes in the reporting year, or are any previous structural changes being accounted for in this disclosure of emissions data?

	Has there been a structural change?
	Select all that apply ☑ No

[Fixed row]

(7.1.2) Has your emissions accounting methodology, boundary, and/or reporting year definition changed in the reporting year?

	Change(s) in methodology, boundary, and/or reporting year definition?
	Select all that apply ☑ No

[Fixed row]

(7.2) Select the name of the standard, protocol, or methodology you have used to collect activity data and calculate emissions.

Select all that apply

☑ The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (Revised Edition)

☑ The Greenhouse Gas Protocol: Scope 2 Guidance

(7.3) Describe your organization's approach to reporting Scope 2 emissions.

	Scope 2, location-based	Scope 2, market-based	Comment
	Select from: ☑ We are reporting a Scope 2, location-based figure	*Select from:* ☑ We are reporting a Scope 2, market-based figure	*We have both Location and Market based GHG information to disclose.*

[Fixed row]

(7.4) Are there any sources (e.g. facilities, specific GHGs, activities, geographies, etc.) of Scope 1, Scope 2 or Scope 3 emissions that are within your selected reporting boundary which are not included in your disclosure?

Select from:

☑ No

(7.5) Provide your base year and base year emissions.

Scope 1

(7.5.1) Base year end

04/30/2020

(7.5.2) Base year emissions (metric tons CO2e)

159.0

(7.5.3) Methodological details

This includes natural gas consumption from both the Cards Division (Moonpig and Greetz) and the Experiences Division (Experience More Limited business, which operates the RedLetterDays and Buyagift brands and was acquired in July 2022).

Scope 2 (location-based)

(7.5.1) Base year end

04/30/2020

(7.5.2) Base year emissions (metric tons CO2e)

518.0

(7.5.3) Methodological details

This includes electricity consumption from both the Cards Division (Moonpig and Greetz) and the Experiences Division (Experience More Limited business, which operates the RedLetterDays and Buyagift brands and was acquired in July 2022).

Scope 2 (market-based)

(7.5.1) Base year end

04/30/2020

(7.5.2) Base year emissions (metric tons CO2e)

518.0

(7.5.3) Methodological details

This includes natural gas consumption from both the Cards Division (Moonpig and Greetz) and the Experiences Division (Experience More Limited business, which operates the RedLetterDays and Buyagift brands and was acquired in July 2022).

Scope 3 category 1: Purchased goods and services

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

68418.0

(7.5.3) Methodological details

We use the "supplier specific" and "'average-data" methods to calculate Category 1 emissions. We gather primary weight data for purchased goods, secondary financial data for services, emission factors and allocate emission data captured directly from suppliers where possible. By spend, 80% of gift suppliers and 100% of packaging suppliers have provided the Group with primary or secondary data. Where weight data is not available, we estimate emissions using other SKUs from the same product category or use an average weight estimate calculated using similar products. For complex products, we use the primary component material of the SKU to calculate emissions. Where suppliers don't provide emission factors, we obtain them from sources such as WRAP Emissions Factor Database for Scope 3 GHG Measurement & Reporting Database, and UK Government GHG Conversion Factors for Company Reporting. For gift experiences, we calculate emissions per experience using internal data. For packaging we track the tonnage of materials used. We also track expenditure on office and IT equipment and average cloud data storage used. We use the "spend-based" method to capture service supplier emissions across the Group.

Scope 3 category 2: Capital goods

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

1570.0

(7.5.3) Methodological details

This category relates to the use of IT equipment, plant and machinery, and fixtures and fittings. Emissions were estimated on spend data per asset category obtained from the fixed asset register.

Scope 3 category 3: Fuel-and-energy-related activities (not included in Scope 1 or 2)

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

153.0

(7.5.3) Methodological details

This category includes emissions relating to the production of fuels and energy purchased and consumed that are not included in Scope 1 or Scope 2. Total emissions are determined using the "average-data" method outlined in the GHG Protocol: Corporate Value Chain (Scope 3) Accounting and Reporting Standard. Industry average Scope 3 emissions factors for each fuel type or natural gas/electricity source are applied to the relevant consumption volumes captured using emissions management software.

Scope 3 category 4: Upstream transportation and distribution

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

1682.0

(7.5.3) Methodological details

This category includes emissions from upstream transportation and distribution between our suppliers. By spend, we have captured emissions for the top 80% of gift suppliers and 100% of packaging suppliers. We use the distance-based method to calculate total emissions in this category. This method calculates emissions by *multiplying internal data on the distance transported, the weight of goods transported and relevant emission factors (average fuel consumption, average utilisation, average vehicle size and associated GHG emissions). We calculate the weight of products and packaging delivered using a weighted average, assuming delivery from a single location per supplier.*

Scope 3 category 5: Waste generated in operations

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

19.0

(7.5.3) Methodological details

Emissions include waste treatment in facilities owned or operated by third parties only. This is categorised as an upstream Scope 3 category as waste management services are purchased by the Group and includes all future emissions that result from waste generated in the year. To calculate emissions, we use the "average-data" method by capturing total waste and disposal methods in our ESG reporting tool, applying average emission factors for each disposal method.

Scope 3 category 6: Business travel

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

70.0

(7.5.3) Methodological details

We apply the distance-based method to calculate flight and car emissions, using data from our internal finance systems and expense claims together with industry average emissions factors from the UK Government GHG Conversion Factors for Company Reporting based on the distance travelled. Likewise, for accommodation we have obtained internal data and applied an industry average emission factor.

Scope 3 category 7: Employee commuting

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

1304.0

(7.5.3) Methodological details

We estimate emissions from employee commuting based on the average number of employees and average commuter distances. We also calculate home working emissions considering office equipment and heating per FTE working hour using emissions factors from the UK Government GHG Conversion Factors for Company Reporting.

Scope 3 category 8: Upstream leased assets

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

57.0

(7.5.3) Methodological details

Emissions relate to licensed co-working office space and are calculated based on the number of desks leased, average square footage per desk and average emission factors.

Scope 3 category 9: Downstream transportation and distribution

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

4535.0

(7.5.3) Methodological details

To collect Group emissions data, we reach out to suppliers where possible. Many of our supply chain partners provide average emission factors per letter and parcel. In cases where we are unable to obtain primary data, we use emission factors from similar transport and fulfilment suppliers as a proxy. For air freight from our Guernsey factory to the Royal Mail depot on the mainland, we use the “distance based” method to calculate emissions. This method involves multiplying the appropriate emission factor to the mass of the freight and a distance multiplier. While Royal Mail includes the Guernsey-to-mainland UK flight in their overall average emissions per letter, this is an average for all letters delivered (not just for Moonpig). We include this as part of our baseline calculation (given it is a significant element of our downstream transport), whilst acknowledging the possibility of some double counting

Scope 3 category 10: Processing of sold products

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

0.0

(7.5.3) Methodological details

Not applicable. The Group does not sell products that require further processing.

Scope 3 category 11: Use of sold products

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

28.0

(7.5.3) Methodological details

To calculate emissions from our products we use a methodology that multiplies the lifetime number of uses of each product by the quantity sold and an emission factor per use obtained from UK Government GHG Conversion Factors for Company Reporting. To estimate the lifetime number of uses and energy usage per hour for each product category, we follow the “average-data” method. We use average specifications for each product category to estimate energy usage per hour, and secondary data for electricity consumed per use to estimate energy usage for electronics. For alcohol usage, we use calculations based on wine, and we exclude indirect emissions from beauty products as they are deemed immaterial.

Scope 3 category 12: End of life treatment of sold products

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

3055.0

(7.5.3) Methodological details

To calculate emissions arising from the disposal of cards, gifts, and packaging we use the “waste-type-specific” method. We obtain weight data for specific product categories from suppliers and internal systems. Average emission factors from the UK Government GHG Conversion Factors for Company Reporting and WRAP Emissions Factor Database for Scope 3 GFG Measurement and Reporting Database are used to determine the emissions associated with the proportion of waste treated using various methods. When weight data is unavailable, we estimate this using data from other products within the same category.

Scope 3 category 13: Downstream leased assets

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

37.0

(7.5.3) Methodological details

This includes Scope 1 and 2 emissions of the sub-tenant that occupies space on the Group's head office building. Primary data is obtained from the lessee.

Scope 3 category 14: Franchises

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

0.0

(7.5.3) Methodological details

Not applicable. The Group does not operate as a franchisor.

Scope 3 category 15: Investments

(7.5.1) Base year end

04/30/2022

(7.5.2) Base year emissions (metric tons CO2e)

0.0

(7.5.3) Methodological details

The Group only operates a defined contribution pension scheme for its employees. As such, and in accordance with the relevant regulations, we believe it is not appropriate to include this category within our disclosure as the Group does not directly manage or control the investment decisions within the pension plan.
[Fixed row]

(7.6) What were your organization's gross global Scope 1 emissions in metric tons CO2e?

	Gross global Scope 1 emissions (metric tons CO2e)	Methodological details
Reporting year	*31*	*This includes natural gas consumption from both the Cards Division (Moonpig and Greetz) and the Experiences Division during FY24.*

[Fixed row]

(7.7) What were your organization’s gross global Scope 2 emissions in metric tons CO2e?

Reporting year

(7.7.1) Gross global Scope 2, location-based emissions (metric tons CO2e)

504

(7.7.2) Gross global Scope 2, market-based emissions (metric tons CO2e) (if applicable)

110

(7.7.4) Methodological details

This includes electricity consumption from both the Cards Division (Moonpig and Greetz) and the Experiences Division during FY24. Market based includes our usage of renewable energy.
[Fixed row]

(7.8) Account for your organization’s gross global Scope 3 emissions, disclosing and explaining any exclusions.

Purchased goods and services

(7.8.1) Evaluation status

Select from:

☑ Relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

71349

(7.8.3) Emissions calculation methodology

Select all that apply

☑ Hybrid method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

80

(7.8.5) Please explain

We use the “supplier specific” and “‘average-data” methods to calculate Category 1 emissions. We gather primary weight data for purchased goods, secondary financial data for services, emission factors and allocate emission data captured directly from suppliers where possible. By spend, 80% of gift suppliers and 100% of packaging suppliers have provided the Group with primary or secondary data. Where weight data is not available, we estimate emissions using other SKUs from the same product category or use an average weight estimate calculated using similar products. For complex products, we use the primary component material of the SKU to calculate emissions. Where suppliers don’t provide emission factors, we obtain them from sources such as Sphera GaBi LCA, WRAP Emissions Factor Database for Scope 3 GHG Measurement & Reporting Database, and UK Government GHG Conversion Factors for Company Reporting. For gift experiences, we calculate emissions per experience using internal data. For packaging we track the tonnage of materials used. We also track expenditure on office and IT equipment and average cloud data storage used. We use the “spend-based” method to capture service supplier emissions across the Group.

Capital goods

(7.8.1) Evaluation status

Select from:

☑ Relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

508

(7.8.3) Emissions calculation methodology

Select all that apply

☑ Spend-based method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

0

(7.8.5) Please explain

This category relates to the use of IT equipment, plant and machinery, and fixtures and fittings. Emissions are calculated using the UK Government GHG Conversion Factors for Company Reporting. based on spend data per asset category obtained from the fixed asset register.

Fuel-and-energy-related activities (not included in Scope 1 or 2)

(7.8.1) Evaluation status

Select from:

☑ Not relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

77

(7.8.3) Emissions calculation methodology

Select all that apply

☑ Fuel-based method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

100

(7.8.5) Please explain

This category includes emissions relating to the production of fuels and energy purchased and consumed that are not included in Scope 1 or Scope 2. Total emissions are determined using the "average-data" method outlined in the GHG Protocol: Corporate Value Chain (Scope 3) Accounting and Reporting Standard. Industry average Scope 3 emissions factors for each fuel type or natural gas/electricity source are applied to the relevant consumption volumes captured using emissions management software.

Upstream transportation and distribution

(7.8.1) Evaluation status

Select from:

☑ Relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

587

(7.8.3) Emissions calculation methodology

Select all that apply

☑ Distance-based method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

100

(7.8.5) Please explain

This category includes emissions from upstream transportation and distribution between our suppliers. By spend, we have captured emissions for the top 80% of gift suppliers and 100% of packaging suppliers. We use the distance-based method to calculate total emissions in this category. This method calculates emissions by multiplying internal data on the distance transported, the weight of goods transported and relevant emission factors (average fuel consumption, average utilisation, average vehicle size and associated GHG emissions). We calculate the weight of products and packaging delivered using a weighted average, assuming delivery from a single location per supplier.

Waste generated in operations

(7.8.1) Evaluation status

Select from:

☑ Not relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

13

(7.8.3) Emissions calculation methodology

Select all that apply

☑ Waste-type-specific method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

100

(7.8.5) Please explain

Emissions include waste treatment in facilities owned or operated by third parties only. This is categorised as an upstream Scope 3 category as waste management services are purchased by the Group and includes all future emissions that result from waste generated in the year. To calculate emissions, we use the "average-data" method by capturing total waste and disposal methods in our ESG reporting tool, applying average emission factors for each disposal method.

Business travel

(7.8.1) Evaluation status

Select from:

☑ Not relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

133

(7.8.3) Emissions calculation methodology

Select all that apply

☑ Hybrid method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

100

(7.8.5) Please explain

We apply the distance-based method to calculate flight and car emissions, using data from our internal finance systems and expense claims together with industry average emissions factors from the UK Government GHG Conversion Factors for Company Reporting based on the distance travelled. Likewise, for accommodation we have obtained internal data and applied an industry average emission factor.

Employee commuting

(7.8.1) Evaluation status

Select from:

☑ Relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

441

(7.8.3) Emissions calculation methodology

Select all that apply

☑ Average data method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

0

(7.8.5) Please explain

We estimate emissions from employee commuting using the National Transport and Mobility Statistics for the UK and Netherlands, based on the average number of employees and average commuter distances. We also calculate home working emissions considering office equipment and heating per FTE working hour using emissions factors from the UK Government GHG Conversion Factors for Company Reporting.

Upstream leased assets

(7.8.1) Evaluation status

Select from:

☑ Not relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

0

(7.8.3) Emissions calculation methodology

Select all that apply

☑ Asset-specific method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

0

(7.8.5) Please explain

Category 8 emissions relate to licensed co-working office space. Data is obtained from the lessor.

Downstream transportation and distribution

(7.8.1) Evaluation status

Select from:

☑ Relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

4714

(7.8.3) Emissions calculation methodology

Select all that apply

☑ Supplier-specific method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

100

(7.8.5) Please explain

To collect Group emissions data, we reach out to suppliers where possible. Many of our supply chain partners provide average emission factors per letter and parcel. In cases where we are unable to obtain primary data, we use emission factors from similar transport and fulfilment suppliers as a proxy. For air freight from our Guernsey factory to the Royal Mail depot on the mainland, we use the "distance based" method to calculate emissions. This method involves multiplying the appropriate emission factor to the mass of the freight and a distance multiplier. While Royal Mail includes the Guernsey-to-mainland UK flight in their overall average emissions per letter, this is an average for all letters delivered (not just for Moonpig). We include this as part of our baseline calculation (given it is a significant element of our downstream transport), whilst acknowledging the possibility of some double counting

Processing of sold products

(7.8.1) Evaluation status

Select from:

☑ Not relevant, explanation provided

(7.8.5) Please explain

Not applicable. The Group does not sell products that require further processing.

Use of sold products

(7.8.1) Evaluation status

Select from:

☑ Not relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

23

(7.8.3) Emissions calculation methodology

Select all that apply

☑ Fuel-based method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

0

(7.8.5) Please explain

To calculate emissions from our products we use a methodology that multiplies the lifetime number of uses of each product by the quantity sold and an emission factor per use obtained from UK Government GHG Conversion Factors for Company Reporting. To estimate the lifetime number of uses and energy usage per hour for each product category, we follow the "average-data" method. We use average specifications for each product category to estimate energy usage per hour, and secondary data for electricity consumed per use to estimate energy usage for electronics. For alcohol usage, we use calculations based on wine, and we exclude indirect emissions from beauty products as they are deemed immaterial.

End of life treatment of sold products

(7.8.1) Evaluation status

Select from:

☑ Relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

2967

(7.8.3) Emissions calculation methodology

Select all that apply

☑ Average product method

☑ Waste-type-specific method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

0

(7.8.5) Please explain

To calculate emissions arising from the disposal of cards, gifts, and packaging we use the "waste-type-specific" method. We obtain weight data for specific product categories from suppliers and internal systems. Average emission factors from the UK Government GHG Conversion Factors for Company Reporting and WRAP Emissions Factor Database for Scope 3 GFG Measurement and Reporting Database are used to determine the emissions associated with the proportion of waste treated using various methods. When weight data is unavailable, we estimate this using data from other products within the same category.

Downstream leased assets

(7.8.1) Evaluation status

Select from:

☑ Not relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

55

(7.8.3) Emissions calculation methodology

Select all that apply

☑ Supplier-specific method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

100

(7.8.5) Please explain

This includes Scope 1 and 2 emissions of the sub-tenant that occupies space on the Group's head office building. Primary data is obtained from the lessee.

Franchises

(7.8.1) Evaluation status

Select from:

☑ Not relevant, explanation provided

(7.8.5) Please explain

Not applicable. The Group does not operate as a franchisor.

Investments

(7.8.1) Evaluation status

Select from:

☑ Not relevant, explanation provided

(7.8.5) Please explain

The Group only operates a defined contribution pension scheme for its employees. As such, and in accordance with the relevant regulations, we believe it is not appropriate to include this category within our disclosure as the Group does not directly manage or control the investment decisions within the pension plan.
[Fixed row]

(7.9) Indicate the verification/assurance status that applies to your reported emissions.

	Verification/assurance status
Scope 1	*Select from:* ☑ No third-party verification or assurance
Scope 2 (location-based or market-based)	*Select from:* ☑ No third-party verification or assurance
Scope 3	*Select from:* ☑ No third-party verification or assurance

[Fixed row]

(7.10) How do your gross global emissions (Scope 1 and 2 combined) for the reporting year compare to those of the previous reporting year?

Select from:
☑ Decreased

(7.10.1) Identify the reasons for any change in your gross global emissions (Scope 1 and 2 combined), and for each of them specify how your emissions compare to the previous year.

Change in renewable energy consumption

(7.10.1.1) Change in emissions (metric tons CO2e)

0

(7.10.1.2) Direction of change in emissions

Select from:

☑ No change

(7.10.1.3) Emissions value (percentage)

0

(7.10.1.4) Please explain calculation

No change in FY24.

Other emissions reduction activities

(7.10.1.1) Change in emissions (metric tons CO2e)

0

(7.10.1.2) Direction of change in emissions

Select from:
☑ No change

(7.10.1.3) Emissions value (percentage)

0

(7.10.1.4) Please explain calculation

No change in FY24

Change in output

(7.10.1.1) Change in emissions (metric tons CO2e)

5

(7.10.1.2) Direction of change in emissions

Select from:

☑ Decreased

(7.10.1.3) Emissions value (percentage)

0.93

(7.10.1.4) Please explain calculation

*This small emissions decrease is due to a combination of S1 and S2 variations from 2022/23 to 2023/24. Absolute Scope 1 emissions reduced from 35 tCO2e in 2022/23 to 31 tCO2e in 2023/24. Absolute Scope 2 emissions (location-based) reduced from 505 tCO2e in 2022/23 to 504 tCO2e in 2023/24. This was mostly due to efficiency in our plants, including unifying offices on Cards and Experiences divisions in London. Therefore, absolute Scope 12 emissions reduced by 0.93% (or 5 tCO2e) from 540 tCO2e in 2022/23 to 535 tCO2e in 2023/24. The reduction was calculated according to the formula: ((535-540)/540) * 100 0.93% (i.e. 0.93% GHG emission reduction).*
[Fixed row]

(7.10.2) Are your emissions performance calculations in 7.10 and 7.10.1 based on a location-based Scope 2 emissions figure or a market-based Scope 2 emissions figure?

Select from:

☑ Location-based

(7.12) Are carbon dioxide emissions from biogenic carbon relevant to your organization?

Select from:

☑ No

(7.15) Does your organization break down its Scope 1 emissions by greenhouse gas type?

Select from:

☑ No

(7.16) Break down your total gross global Scope 1 and 2 emissions by country/area.

	Scope 1 emissions (metric tons CO2e)	Scope 2, location-based (metric tons CO2e)	Scope 2, market-based (metric tons CO2e)
Australia	*0*	*0*	*0*
Ireland	*0*	*0*	*0*
Netherlands	*21*	*268*	*0*
United Kingdom of Great Britain and Northern Ireland	*10*	*236*	*110*
United States of America	*0*	*0*	*0*

[Fixed row]

(7.17) Indicate which gross global Scope 1 emissions breakdowns you are able to provide.

Select all that apply

☑ By facility

(7.17.2) Break down your total gross global Scope 1 emissions by business facility.

Row 1

(7.17.2.1) Facility

Moonpig - Herbal House

(7.17.2.2) Scope 1 emissions (metric tons CO2e)

10

(7.17.2.3) Latitude

51.52265

(7.17.2.4) Longitude

-0.10932

Row 3

(7.17.2.1) Facility

Greetz - Almere

(7.17.2.2) Scope 1 emissions (metric tons CO2e)

21

(7.17.2.3) Latitude

52.37144

(7.17.2.4) Longitude

5.27518
[Add row]

(7.20) Indicate which gross global Scope 2 emissions breakdowns you are able to provide.

Select all that apply
☑ By facility

(7.20.2) Break down your total gross global Scope 2 emissions by business facility.

	Facility	Scope 2, location-based (metric tons CO2e)	Scope 2, market-based (metric tons CO2e)
Row 1	*Moonpig - Tamworth*	*108*	*0*
Row 2	*Moonpig - Herbal House*	*18*	*0*
Row 3	*Greetz - Almere*	*268*	*0*
Row 5	*Moonpig - Guernsey*	*110*	*110*

[Add row]

(7.22) Break down your gross Scope 1 and Scope 2 emissions between your consolidated accounting group and other entities included in your response.

Consolidated accounting group

(7.22.1) Scope 1 emissions (metric tons CO2e)

31

(7.22.2) Scope 2, location-based emissions (metric tons CO2e)

504

(7.22.3) Scope 2, market-based emissions (metric tons CO2e)

110

(7.22.4) Please explain

These include the total GHG emission generated by Moonpig Group during FY24 as disclosed in details on the previous questions.

All other entities

(7.22.1) Scope 1 emissions (metric tons CO2e)

0

(7.22.2) Scope 2, location-based emissions (metric tons CO2e)

0

(7.22.3) Scope 2, market-based emissions (metric tons CO2e)

0

(7.22.4) Please explain

There are no other entities to be included. All the GHG/ carbon emissions are included as the Moonpig Group consolidated approach.
[Fixed row]

(7.23) Is your organization able to break down your emissions data for any of the subsidiaries included in your CDP response?

Select from:
☑ Yes

(7.23.1) Break down your gross Scope 1 and Scope 2 emissions by subsidiary.

Row 1

(7.23.1.1) Subsidiary name

Moonpig

(7.23.1.2) Primary activity

Select from:
☑ Printing services

(7.23.1.3) Select the unique identifier you are able to provide for this subsidiary

Select all that apply
☑ No unique identifier

(7.23.1.12) Scope 1 emissions (metric tons CO2e)

7

(7.23.1.13) Scope 2, location-based emissions (metric tons CO2e)

230

(7.23.1.14) Scope 2, market-based emissions (metric tons CO2e)

110

(7.23.1.15) Comment

These emissions (Moonpig) include the majority of the business in the UK Guernsey.

Row 2

(7.23.1.1) Subsidiary name

Greetz

(7.23.1.2) Primary activity

Select from:
☑ Printing services

(7.23.1.3) Select the unique identifier you are able to provide for this subsidiary

Select all that apply

☑ No unique identifier

(7.23.1.12) Scope 1 emissions (metric tons CO2e)

21

(7.23.1.13) Scope 2, location-based emissions (metric tons CO2e)

268

(7.23.1.14) Scope 2, market-based emissions (metric tons CO2e)

0

(7.23.1.15) Comment

These emissions (Greetz) are equivalent to the ones reported in the NL.

Row 3

(7.23.1.1) Subsidiary name

Experiences

(7.23.1.2) Primary activity

Select from:

☑ Other professional services

(7.23.1.3) Select the unique identifier you are able to provide for this subsidiary

Select all that apply

☑ No unique identifier

(7.23.1.12) Scope 1 emissions (metric tons CO2e)

3

(7.23.1.13) Scope 2, location-based emissions (metric tons CO2e)

6

(7.23.1.14) Scope 2, market-based emissions (metric tons CO2e)

0

(7.23.1.15) Comment

These emissions (Experiences) correspond to a fraction of the emissions in the UK.
[Add row]

(7.29) What percentage of your total operational spend in the reporting year was on energy?

Select from:
☑ More than 0% but less than or equal to 5%

(7.30) Select which energy-related activities your organization has undertaken.

	Indicate whether your organization undertook this energy-related activity in the reporting year
Consumption of fuel (excluding feedstocks)	*Select from:* ☑ Yes

	Indicate whether your organization undertook this energy-related activity in the reporting year
Consumption of purchased or acquired electricity	*Select from:* ☑ Yes
Consumption of purchased or acquired heat	*Select from:* ☑ No
Consumption of purchased or acquired steam	*Select from:* ☑ No
Consumption of purchased or acquired cooling	*Select from:* ☑ No
Generation of electricity, heat, steam, or cooling	*Select from:* ☑ No

[Fixed row]

(7.30.1) Report your organization's energy consumption totals (excluding feedstocks) in MWh.

Consumption of fuel (excluding feedstock)

(7.30.1.1) Heating value

Select from:

☑ Unable to confirm heating value

(7.30.1.2) MWh from renewable sources

0

(7.30.1.3) MWh from non-renewable sources

179

(7.30.1.4) Total (renewable and non-renewable) MWh

179

Consumption of purchased or acquired electricity

(7.30.1.1) Heating value

Select from:

☑ Unable to confirm heating value

(7.30.1.2) MWh from renewable sources

1334

(7.30.1.3) MWh from non-renewable sources

531

(7.30.1.4) Total (renewable and non-renewable) MWh

1865

Total energy consumption

(7.30.1.1) Heating value

Select from:

☑ Unable to confirm heating value

(7.30.1.2) MWh from renewable sources

1334

(7.30.1.3) MWh from non-renewable sources

711

(7.30.1.4) Total (renewable and non-renewable) MWh

2044
[Fixed row]

(7.30.6) Select the applications of your organization’s consumption of fuel.

	Indicate whether your organization undertakes this fuel application
Consumption of fuel for the generation of electricity	*Select from:* ☑ No
Consumption of fuel for the generation of heat	*Select from:* ☑ Yes
Consumption of fuel for the generation of steam	*Select from:* ☑ No
Consumption of fuel for the generation of cooling	*Select from:* ☑ No
Consumption of fuel for co-generation or tri-generation	*Select from:* ☑ No

[Fixed row]

(7.30.7) State how much fuel in MWh your organization has consumed (excluding feedstocks) by fuel type.

Sustainable biomass

(7.30.7.1) Heating value

Select from:

☑ Unable to confirm heating value

(7.30.7.2) Total fuel MWh consumed by the organization

0

(7.30.7.8) Comment

N/A

Other biomass

(7.30.7.1) Heating value

Select from:

☑ Unable to confirm heating value

(7.30.7.2) Total fuel MWh consumed by the organization

0

(7.30.7.8) Comment

N/A

Other renewable fuels (e.g. renewable hydrogen)

(7.30.7.1) Heating value

Select from:

☑ Unable to confirm heating value

(7.30.7.2) Total fuel MWh consumed by the organization

0

(7.30.7.8) Comment

N/A

Coal

(7.30.7.1) Heating value

Select from:

☑ Unable to confirm heating value

(7.30.7.2) Total fuel MWh consumed by the organization

0

(7.30.7.8) Comment

N/A

Oil

(7.30.7.1) Heating value

Select from:

☑ Unable to confirm heating value

(7.30.7.2) Total fuel MWh consumed by the organization

0

(7.30.7.8) Comment

N/A

Gas

(7.30.7.1) Heating value

Select from:
☑ Unable to confirm heating value

(7.30.7.2) Total fuel MWh consumed by the organization

179

(7.30.7.8) Comment

Consumption of natural gas for heating (UK & NL).

Other non-renewable fuels (e.g. non-renewable hydrogen)

(7.30.7.1) Heating value

Select from:
☑ Unable to confirm heating value

(7.30.7.2) Total fuel MWh consumed by the organization

0

(7.30.7.8) Comment

N/A

Total fuel

(7.30.7.1) Heating value

Select from:

☑ Unable to confirm heating value

(7.30.7.2) Total fuel MWh consumed by the organization

179

(7.30.7.8) Comment

Consumption of natural gas for heating (UK & NL).
[Fixed row]

(7.30.14) Provide details on the electricity, heat, steam, and/or cooling amounts that were accounted for at a zero or near-zero emission factor in the market-based Scope 2 figure reported in 7.7.

Row 1

(7.30.14.1) Country/area

Select from:

☑ United Kingdom of Great Britain and Northern Ireland

(7.30.14.2) Sourcing method

Select from:

☑ Retail supply contract with an electricity supplier (retail green electricity)

(7.30.14.3) Energy carrier

Select from:

☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:

☑ Renewable energy mix, please specify :Solar + Biomass

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

608

(7.30.14.6) Tracking instrument used

Select from:

☑ REGO

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:

☑ United Kingdom of Great Britain and Northern Ireland

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:

☑ No

(7.30.14.10) Comment

Renewable Energy (electricity) consumed in the UK.

Row 2

(7.30.14.1) Country/area

Select from:

☑ Netherlands

(7.30.14.2) Sourcing method

Select from:

☑ Retail supply contract with an electricity supplier (retail green electricity)

(7.30.14.3) Energy carrier

Select from:

☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:

☑ Wind

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

726

(7.30.14.6) Tracking instrument used

Select from:

☑ GO

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:

☑ Netherlands

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:

☑ No

(7.30.14.10) Comment

Renewable Energy (electricity) consumed in the NL.
[Add row]

(7.30.16) Provide a breakdown by country/area of your electricity/heat/steam/cooling consumption in the reporting year.

Australia

(7.30.16.1) Consumption of purchased electricity (MWh)

0

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

0

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

0.00

Ireland

(7.30.16.1) Consumption of purchased electricity (MWh)

0

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

0

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

0.00

Netherlands

(7.30.16.1) Consumption of purchased electricity (MWh)

726

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

0

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

726.00

United Kingdom of Great Britain and Northern Ireland

(7.30.16.1) Consumption of purchased electricity (MWh)

1140

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

0

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

1140.00

United States of America

(7.30.16.1) Consumption of purchased electricity (MWh)

0

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

0

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

0.00
[Fixed row]

(7.45) Describe your gross global combined Scope 1 and 2 emissions for the reporting year in metric tons CO2e per unit currency total revenue and provide any additional intensity metrics that are appropriate to your business operations.

Row 1

(7.45.1) Intensity figure

1.57

(7.45.2) Metric numerator (Gross global combined Scope 1 and 2 emissions, metric tons CO2e)

535

(7.45.3) Metric denominator

Select from:
☑ unit total revenue

(7.45.4) Metric denominator: Unit total

341140000

(7.45.5) Scope 2 figure used

Select from:

☑ Location-based

(7.45.6) % change from previous year

4.84

(7.45.7) Direction of change

Select from:

☑ Decreased

(7.45.8) Reasons for change

Select all that apply

☑ Other emissions reduction activities

(7.45.9) Please explain

The emission intensity target has been re-expressed since as the Group has decided to align with the Corporate Sustainability Reporting Directive and therefore presenting its intensity targets as a product of revenue rather than gross profit. In 2022/23 the Scope 1 and 2 Intensity ratio (tCO2e/M of revenue) was 1.65. The numerator (total S12) was bigger (540 tCO2e), whereas the denominator was smaller (320.125 M revenue). Therefore the reason for change during 2023/24 is a mix of emission reduction (numerator) & increased revenue (denominator).

[Add row]

(7.53) Did you have an emissions target that was active in the reporting year?

Select all that apply

☑ Absolute target

(7.53.1) Provide details of your absolute emissions targets and progress made against those targets.

Row 1

(7.53.1.1) Target reference number

Select from:
☑ Abs 1

(7.53.1.2) Is this a science-based target?

Select from:
☑ Yes, and this target has been approved by the Science Based Targets initiative

(7.53.1.3) Science Based Targets initiative official validation letter

Moonpig.com Limited - SBTi - Target Setting Letter - Signed v3.pdf

(7.53.1.4) Target ambition

Select from:
☑ 1.5°C aligned

(7.53.1.5) Date target was set

04/29/2022

(7.53.1.6) Target coverage

Select from:
☑ Organization-wide

(7.53.1.7) Greenhouse gases covered by target

Select all that apply
☑ Carbon dioxide (CO_2)
☑ Methane (CH_4)
☑ Nitrous oxide (N_2O)

(7.53.1.8) Scopes

Select all that apply

☑ Scope 1

☑ Scope 2

(7.53.1.9) Scope 2 accounting method

Select from:

☑ Location-based

(7.53.1.11) End date of base year

04/29/2020

(7.53.1.12) Base year Scope 1 emissions covered by target (metric tons CO2e)

159

(7.53.1.13) Base year Scope 2 emissions covered by target (metric tons CO2e)

518

(7.53.1.31) Base year total Scope 3 emissions covered by target (metric tons CO2e)

0.000

(7.53.1.32) Total base year emissions covered by target in all selected Scopes (metric tons CO2e)

677.000

(7.53.1.33) Base year Scope 1 emissions covered by target as % of total base year emissions in Scope 1

100

(7.53.1.34) Base year Scope 2 emissions covered by target as % of total base year emissions in Scope 2

100

(7.53.1.53) Base year emissions covered by target in all selected Scopes as % of total base year emissions in all selected Scopes

100

(7.53.1.54) End date of target

04/29/2030

(7.53.1.55) Targeted reduction from base year (%)

50

(7.53.1.56) Total emissions at end date of target covered by target in all selected Scopes (metric tons CO2e)

338.500

(7.53.1.57) Scope 1 emissions in reporting year covered by target (metric tons CO2e)

31

(7.53.1.58) Scope 2 emissions in reporting year covered by target (metric tons CO2e)

504

(7.53.1.77) Total emissions in reporting year covered by target in all selected scopes (metric tons CO2e)

535.000

(7.53.1.78) Land-related emissions covered by target

Select from:

☑ No, it does not cover any land-related emissions (e.g. non-FLAG SBT)

(7.53.1.79) % of target achieved relative to base year

41.95

(7.53.1.80) Target status in reporting year

Select from:

☑ Underway

(7.53.1.82) Explain target coverage and identify any exclusions

We have set a goal to reduce absolute Scope 1 and 2 emissions by at least 50% by 2030, using 2019/20 as the baseline year. The Scope 1 and 2 baseline validated by the SBTi was for Moonpig and Greetz in 2019/20, which has been re-expressed for the acquisition of Experiences.

(7.53.1.83) Target objective

In line with the Science Based Target initiative, we aim to reduce absolute Scope 1 and 2 emissions by at least 50% by 2030 (i.e. short term), using 2019/20 as the baseline year.

(7.53.1.84) Plan for achieving target, and progress made to the end of the reporting year

We reduced absolute Scope 1 emissions by 81.5% from 168tCO2e in 2021/22 to 30tCO2e in 2023/24. This reflects the closure of our former Amsterdam fulfilment centre, which enabled a decrease in our natural gas usage. Absolute Scope 2 emissions increased by 32.6% from 380tCO2e in 2021/22 to 504tCO2e in 2023/24, as measured on a location-based methodology. This was due to the opening of our new Tamworth fulfilment centre in the UK and the shift from our old gas-powered Amsterdam office and fulfilment centre to the new Almere Fulfilment centre and Amsterdam office, both contributing to increased electricity demand. Our plan to reduce S1&2 emission is to keep investing in electrification (instead of natural gas or other fossil fuel) prioritising the purchase of renewable energy.

(7.53.1.85) Target derived using a sectoral decarbonization approach

Select from:

☑ No

Row 2

(7.53.1.1) Target reference number

Select from:

☑ Abs 2

(7.53.1.2) Is this a science-based target?

Select from:

☑ Yes, and this target has been approved by the Science Based Targets initiative

(7.53.1.3) Science Based Targets initiative official validation letter

Moonpig.com Limited - SBTi - Target Setting Letter - Signed v3.pdf

(7.53.1.4) Target ambition

Select from:

☑ 1.5°C aligned

(7.53.1.5) Date target was set

04/29/2022

(7.53.1.6) Target coverage

Select from:

☑ Organization-wide

(7.53.1.7) Greenhouse gases covered by target

Select all that apply

☑ Carbon dioxide (CO2)

☑ Methane (CH4)

☑ Nitrous oxide (N2O)

(7.53.1.8) Scopes

Select all that apply

☑ Scope 1

☑ Scope 2

(7.53.1.9) Scope 2 accounting method

Select from:
☑ Location-based

(7.53.1.11) End date of base year

04/29/2020

(7.53.1.12) Base year Scope 1 emissions covered by target (metric tons CO2e)

159

(7.53.1.13) Base year Scope 2 emissions covered by target (metric tons CO2e)

518

(7.53.1.31) Base year total Scope 3 emissions covered by target (metric tons CO2e)

0.000

(7.53.1.32) Total base year emissions covered by target in all selected Scopes (metric tons CO2e)

677.000

(7.53.1.33) Base year Scope 1 emissions covered by target as % of total base year emissions in Scope 1

100

(7.53.1.34) Base year Scope 2 emissions covered by target as % of total base year emissions in Scope 2

100

(7.53.1.53) Base year emissions covered by target in all selected Scopes as % of total base year emissions in all selected Scopes

100

(7.53.1.54) End date of target

04/29/2050

(7.53.1.55) Targeted reduction from base year (%)

90

(7.53.1.56) Total emissions at end date of target covered by target in all selected Scopes (metric tons CO2e)

67.700

(7.53.1.57) Scope 1 emissions in reporting year covered by target (metric tons CO2e)

31

(7.53.1.58) Scope 2 emissions in reporting year covered by target (metric tons CO2e)

504

(7.53.1.77) Total emissions in reporting year covered by target in all selected scopes (metric tons CO2e)

535.000

(7.53.1.78) Land-related emissions covered by target

Select from:

☑ No, it does not cover any land-related emissions (e.g. non-FLAG SBT)

(7.53.1.79) % of target achieved relative to base year

23.31

(7.53.1.80) Target status in reporting year

Select from:

☑ Underway

(7.53.1.82) Explain target coverage and identify any exclusions

We have set a goal to reduce absolute Scope 1 and 2 emissions by at least 90% by 2050, using 2019/20 as the baseline year. The Scope 1 and 2 baseline validated by the SBTi was for Moonpig and Greetz in 2019/20, which has been re-expressed for the acquisition of Experiences.

(7.53.1.83) Target objective

In line with the Science Based Target initiative, we aim to reduce absolute Scope 1 and 2 emissions by at least 90% by 2050 (i.e. long term), using 2019/20 as the baseline year.

(7.53.1.84) Plan for achieving target, and progress made to the end of the reporting year

We reduced absolute Scope 1 emissions by 81.5% from 168tCO2e in 2021/22 to 30tCO2e in 2023/24. This reflects the closure of our former Amsterdam fulfilment centre, which enabled a decrease in our natural gas usage. Absolute Scope 2 emissions increased by 32.6% from 380tCO2e in 2021/22 to 504tCO2e in 2023/24, as measured on a location-based methodology. This was due to the opening of our new Tamworth fulfilment centre in the UK and the shift from our old gas-powered Amsterdam office and fulfilment centre to the new Almere Fulfilment centre and Amsterdam office, both contributing to increased electricity demand. Our plan to reduce S1&2 emission is to keep investing in electrification (instead of natural gas or other fossil fuel) prioritising the purchase of renewable energy.

(7.53.1.85) Target derived using a sectoral decarbonization approach

Select from:

☑ No

[Add row]

(7.54) Did you have any other climate-related targets that were active in the reporting year?

Select all that apply

☑ Net-zero targets

(7.54.3) Provide details of your net-zero target(s).

Row 1

(7.54.3.1) Target reference number

Select from:

☑ NZ1

(7.54.3.2) Date target was set

04/29/2022

(7.54.3.3) Target Coverage

Select from:

☑ Organization-wide

(7.54.3.4) Targets linked to this net zero target

Select all that apply

☑ Abs1

☑ Abs2

(7.54.3.5) End date of target for achieving net zero

04/29/2050

(7.54.3.6) Is this a science-based target?

Select from:

☑ Yes, we consider this a science-based target, and we have committed to seek validation of this target by the Science Based Targets initiative in the next two years

(7.54.3.8) Scopes

Select all that apply

☑ Scope 3

(7.54.3.9) Greenhouse gases covered by target

Select all that apply

☑ Carbon dioxide (CO_2)

☑ Methane (CH_4)

☑ Nitrous oxide (N_2O)

(7.54.3.10) Explain target coverage and identify any exclusions

Apart from Scope 1&2 (already covered on 7.53.1), the Group also has set a long-term goal to reduce Scope 3 emissions intensity by 97% tCO2e/ 1m of revenue by 2050, using 2021/22 as a baseline. Efforts to engage suppliers to reduce their emissions started during FY24 are expected to contribute to reductions in the future. All applicable Scope 3 categories are included.

(7.54.3.11) Target objective

Short term: the Group has set a goal to obtain commitment from suppliers representing 67% of Scope 3 emissions in setting net zero emissions reduction targets aligned with SBTi criteria by 30 April 2030. As of 30 April 2023, the Group had obtained commitment (i.e. SBTi-aligned) from suppliers covering 19.3% of our Scope 3 emissions. Long term: reduce Scope 3 emissions intensity by 97% tCO2e/ 1m of revenue by 2050, using 2021/22 as a baseline.

(7.54.3.12) Do you intend to neutralize any residual emissions with permanent carbon removals at the end of the target?

Select from:

☑ Yes

(7.54.3.13) Do you plan to mitigate emissions beyond your value chain?

Select from:

☑ No, and we do not plan to within the next two years

(7.54.3.14) Do you intend to purchase and cancel carbon credits for neutralization and/or beyond value chain mitigation?

Select all that apply

☑ No, we do not plan to purchase and cancel carbon credits for neutralization and/or beyond value chain mitigation

(7.54.3.15) Planned milestones and/or near-term investments for neutralization at the end of the target

Short term: the Group has set a goal to obtain commitment from suppliers representing 67% of Scope 3 emissions in setting net zero emissions reduction targets aligned with SBTi criteria by 30 April 2030. Investments have been made in systems and technologies to support the goal achievement.

(7.54.3.17) Target status in reporting year

Select from:

☑ Underway

(7.54.3.19) Process for reviewing target

This target was updated in April 2023 (as the previous version was "More accurately measure value chain emissions and set Scope 3 reduction targets by the end of FY23." Therefore, the current version (in line with Net Zero recommendations) is part of the Group ESG Strategy, which is reviewed annually.
[Add row]

(7.55) Did you have emissions reduction initiatives that were active within the reporting year? Note that this can include those in the planning and/or implementation phases.

Select from:

☑ Yes

(7.55.1) Identify the total number of initiatives at each stage of development, and for those in the implementation stages, the estimated CO2e savings.

	Number of initiatives	Total estimated annual CO2e savings in metric tonnes CO2e (only for rows marked *)
Under investigation	*0*	*`Numeric input*
To be implemented	*1*	*48*
Implementation commenced	*0*	*0*

	Number of initiatives	Total estimated annual CO2e savings in metric tonnes CO2e (only for rows marked *)
Implemented	*0*	*0*
Not to be implemented	*0*	*`Numeric input*

[Fixed row]

(7.55.3) What methods do you use to drive investment in emissions reduction activities?

Row 1

(7.55.3.1) Method

Select from:

☑ Marginal abatement cost curve

(7.55.3.2) Comment

Where needed we use marginal abatement curves to understand feasibility of projects and initiatives

Row 3

(7.55.3.1) Method

Select from:

☑ Employee engagement

(7.55.3.2) Comment

A management Sustainability Working Group meets regularly throughout the year to coordinate climate related planning, delivery against those plans and climate-related disclosure. The management Sustainability Working Group comprises the CFO and COO together with individuals in finance and ESG roles. These elements discuss potential investments in emission reduction activities.

Row 4

(7.55.3.1) Method

Select from:

☑ Internal incentives/recognition programs

(7.55.3.2) Comment

Emission related criteria are included in remuneration targets of senior leadership. Internal teams implementing initiatives are celebrated through ESG focused Group showcase calls.
[Add row]

(7.74) Do you classify any of your existing goods and/or services as low-carbon products?

Select from:

☑ Yes

(7.74.1) Provide details of your products and/or services that you classify as low-carbon products.

Row 1

(7.74.1.1) Level of aggregation

Select from:

☑ Group of products or services

(7.74.1.2) Taxonomy used to classify product(s) or service(s) as low-carbon

Select from:

☑ No taxonomy used to classify product(s) or service(s) as low carbon

(7.74.1.3) Type of product(s) or service(s)

Other

☑ Other, please specify

(7.74.1.4) Description of product(s) or service(s)

Experience gifts generally have a smaller impact on the environment than physical gifts. We have recently expanded our Experiences' gift offer for a growing customer base who are looking for gifts that will create lasting memories, as an alternative to purchasing physical products. In 2023/24 the gifting revenue from Experiences was 48.6m while the whole Group gifting revenue was 169.1m, i.e. 28.74%.

(7.74.1.5) Have you estimated the avoided emissions of this low-carbon product(s) or service(s)

Select from:

☑ No

(7.74.1.13) Revenue generated from low-carbon product(s) or service(s) as % of total revenue in the reporting year

28.74
[Add row]

(7.79) Has your organization canceled any project-based carbon credits within the reporting year?

Select from:

☑ Yes

(7.79.1) Provide details of the project-based carbon credits canceled by your organization in the reporting year.

Row 1

(7.79.1.1) Project type

Select from:

☑ Mixed renewables

(7.79.1.2) Type of mitigation activity

Select from:

☑ Emissions reduction

(7.79.1.3) Project description

Moonpig Group purchased a variety of carbon credits from different projects. For example, one of the projects reduces emissions by an average of 80,930 tonnes of carbon dioxide equivalent per year in an Asian country. Clean electricity from this project displaces electricity that would otherwise be generated by burning fossil fuels. Carbon finance provides essential funds to support the development of renewable energy projects like this. The proposed project installs 33 sets of wind turbines with each rated capability of 1.5MW. The total installed capacity is 49.5MW. The corresponding net power supplied to the grid is estimated to be 90,288MWh annually.

(7.79.1.4) Credits canceled by your organization from this project in the reporting year (metric tons CO2e)

540

(7.79.1.5) Purpose of cancelation

Select from:

☑ Voluntary offsetting

(7.79.1.6) Are you able to report the vintage of the credits at cancelation?

Select from:

☑ No

(7.79.1.8) Were these credits issued to or purchased by your organization?

Select from:

☑ Purchased

(7.79.1.9) Carbon-crediting program by which the credits were issued

Select from:
☑ CDM (Clean Development Mechanism)

(7.79.1.10) Method the program uses to assess additionality for this project

Select all that apply
☑ Standardized Approaches

(7.79.1.11) Approaches by which the selected program requires this project to address reversal risk

Select all that apply
☑ No risk of reversal

(7.79.1.12) Potential sources of leakage the selected program requires this project to have assessed

Select all that apply
☑ Not assessed

(7.79.1.13) Provide details of other issues the selected program requires projects to address

The project is designed to minimize negative environmental impacts by replacing carbon-intensive energy with renewables and adhering to strict environmental safeguards. Economically, it fosters local employment and growth, ensuring equitable benefits for surrounding communities. Socially, the project engages with local stakeholders to mitigate adverse effects, improve access to clean energy, and protect vulnerable populations.

(7.79.1.14) Please explain

We have offset Scope 1 and 2 emissions from the previous year by investing through Climate Impact Partners, which obtains independent verification from a recognised accreditation body for each project that it works with.
[Add row]

C9. Environmental performance - Water security

(9.1) Are there any exclusions from your disclosure of water-related data?

Select from:

☑ No

(9.2) Across all your operations, what proportion of the following water aspects are regularly measured and monitored?

Water withdrawals – total volumes

(9.2.1) % of sites/facilities/operations

Select from:

☑ 76-99

(9.2.2) Frequency of measurement

Select from:

☑ Monthly

(9.2.3) Method of measurement

Water withdrawals are measured through direct monitoring (water bills) or via estimation from a hydrological model (e.g. average office consumption per FTE).

(9.2.4) Please explain

Whenever possible, Moonpig Group collects water data from direct sources (e.g. water consumption meters from water providers). When this is not available, an estimation is performed. The Group is constantly looking for better ways to collect and manage water data.

Water withdrawals – volumes by source

(9.2.1) % of sites/facilities/operations

Select from:

☑ Not monitored

(9.2.4) Please explain

The Group only utilises water from third party providers who are responsible for water quality. No other sources are used.

Water withdrawals quality

(9.2.1) % of sites/facilities/operations

Select from:

☑ Not monitored

(9.2.4) Please explain

The Group only utilises water from third party providers who are responsible for water quality, with high standards in the countries where the Group operates (UK and NL).

Water discharges – total volumes

(9.2.1) % of sites/facilities/operations

Select from:

☑ 76-99

(9.2.2) Frequency of measurement

Select from:

☑ Monthly

(9.2.3) Method of measurement

Water discharge is an estimate from water withdrawals, with the assumption that 100% of water is consumed (i.e. zero discharge).

(9.2.4) Please explain

The Group assumes that 100% of water volumes are used for consumption (i.e. there is no discharge).

Water discharges – volumes by destination

(9.2.1) % of sites/facilities/operations

Select from:

☑ Not monitored

(9.2.4) Please explain

The Group assumes that 100% of water volumes are used for consumption. Therefore, there is no discharge by destination.

Water discharges – volumes by treatment method

(9.2.1) % of sites/facilities/operations

Select from:

☑ Not monitored

(9.2.4) Please explain

The Group assumes that 100% of water volumes are used for consumption. Therefore, there is no discharge by treatment method.

Water discharge quality – by standard effluent parameters

(9.2.1) % of sites/facilities/operations

Select from:

☑ Not monitored

(9.2.4) Please explain

The Group assumes that 100% of water volumes are used for consumption. Therefore, there is no discharge by standard quality parameters.

Water discharge quality – emissions to water (nitrates, phosphates, pesticides, and/or other priority substances)

(9.2.1) % of sites/facilities/operations

Select from:
☑ Not monitored

(9.2.4) Please explain

The Group assumes that 100% of water volumes are used for consumption. Therefore, there is no discharge by additional quality parameters,

Water discharge quality – temperature

(9.2.1) % of sites/facilities/operations

Select from:
☑ Not monitored

(9.2.4) Please explain

The Group assumes that 100% of water volumes are used for consumption. Therefore, there is no discharge by temperature.

Water consumption – total volume

(9.2.1) % of sites/facilities/operations

Select from:
☑ 76-99

(9.2.2) Frequency of measurement

Select from:
☑ Monthly

(9.2.3) Method of measurement

Water consumption is an estimate from water withdrawals, with the assumption that 100% of water is consumed (i.e. zero discharge).

(9.2.4) Please explain

The Group assumes that 100% of water volumes are used for consumption (i.e. there is no discharge).

Water recycled/reused

(9.2.1) % of sites/facilities/operations

Select from:

☑ Not monitored

(9.2.4) Please explain

The Group assumes that 100% of water volumes are used for consumption. Therefore, there is no water recycled/ reused.

The provision of fully-functioning, safely managed WASH services to all workers

(9.2.1) % of sites/facilities/operations

Select from:

☑ 100%

(9.2.2) Frequency of measurement

Select from:

☑ Continuously

(9.2.3) Method of measurement

Moonpig Group ensures that all its operational sites provide fully-functioning, safely managed WASH services. These services are regularly measured and monitored through facilities inspections and employee feedback.

(9.2.4) Please explain

Moonpig Group is committed to ensuring that all workers have access to safe and well-maintained WASH services across its operations. These services are critical to the well-being of employees, especially in production and fulfilment centres where physical activity may demand higher hygiene standards. While the company's overall water use is relatively low, given its digital-first business model, it prioritizes water quality and sanitation in its facilities. In the company's non-office facilities, water consumption primarily relates to hygiene, employee welfare, and minimal operational needs. Moonpig Group follows industry best practices to ensure all workers have reliable access to clean water, safe sanitation, and hygiene resources, contributing to a healthy and productive work environment.
[Fixed row]

(9.2.2) What are the total volumes of water withdrawn, discharged, and consumed across all your operations, how do they compare to the previous reporting year, and how are they forecasted to change?

Total withdrawals

(9.2.2.1) Volume (megaliters/year)

3991

(9.2.2.2) Comparison with previous reporting year

Select from:
☑ Lower

(9.2.2.3) Primary reason for comparison with previous reporting year

Select from:
☑ Facility closure

(9.2.2.4) Five-year forecast

Select from:
☑ Lower

(9.2.2.5) Primary reason for forecast

Select from:

☑ Change in accounting methodology

(9.2.2.6) Please explain

During FY2024 the Group had completed a site reallocation. Experiences division has fully migrated to the Cards division infrastructure (office in London and fulfilment centre in Tamworth). With this, we could be more efficient and consume less natural resources, including water. For future years we expect reduction in volumes due to i) closure of Amsterdam office (reallocation to Almere) and ii) move from estimates to actual meters where this is not in place yet.

Total discharges

(9.2.2.1) Volume (megaliters/year)

0

(9.2.2.2) Comparison with previous reporting year

Select from:

☑ About the same

(9.2.2.3) Primary reason for comparison with previous reporting year

Select from:

☑ Facility closure

(9.2.2.4) Five-year forecast

Select from:

☑ About the same

(9.2.2.5) Primary reason for forecast

Select from:

☑ Change in accounting methodology

(9.2.2.6) Please explain

During FY2024 the Group had completed a site reallocation. Experiences division has fully migrated to the Cards division infrastructure (office in London and fulfilment centre in Tamworth). With this, we could be more efficient and consume less natural resources, including water. For future years we expect reduction in volumes due to i) closure of Amsterdam office (reallocation to Almere) and ii) move from estimates to actual meters where this is not in place yet.

Total consumption

(9.2.2.1) Volume (megaliters/year)

3991

(9.2.2.2) Comparison with previous reporting year

Select from:

☑ Lower

(9.2.2.3) Primary reason for comparison with previous reporting year

Select from:

☑ Facility closure

(9.2.2.4) Five-year forecast

Select from:

☑ Lower

(9.2.2.5) Primary reason for forecast

Select from:

☑ Change in accounting methodology

(9.2.2.6) Please explain

During FY2024 the Group had completed a site reallocation. Experiences division has fully migrated to the Cards division infrastructure (office in London and fulfilment centre in Tamworth). With this, we could be more efficient and consume less natural resources, including water. For future years we expect reduction in volumes due to i) closure of Amsterdam office (reallocation to Almere) and ii) move from estimates to actual meters where this is not in place yet.
[Fixed row]

(9.2.4) Indicate whether water is withdrawn from areas with water stress, provide the volume, how it compares with the previous reporting year, and how it is forecasted to change.

	Withdrawals are from areas with water stress	Identification tool	Please explain
	Select from: ☑ No	*Select all that apply* ☑ WRI Aqueduct	*Consumption UK/NL*

[Fixed row]

(9.3) In your direct operations and upstream value chain, what is the number of facilities where you have identified substantive water-related dependencies, impacts, risks, and opportunities?

Direct operations

(9.3.1) Identification of facilities in the value chain stage

Select from:
☑ No, we have not assessed this value chain stage for facilities with water-related dependencies, impacts, risks, and opportunities, but we are planning to do so in the next 2 years

(9.3.4) Please explain

Moonpig's direct operations have minimal water usage. Although we all depend on water, these volumes are similar to office consumption and pose no major risk in the medium-long term. As part of our current efforts, the Group is performing a Double Materiality Assessment and, if water is considered a material topic for direct operation, this will be further explored.

Upstream value chain

(9.3.1) Identification of facilities in the value chain stage

Select from:

☑ No, we have not assessed this value chain stage for facilities with water-related dependencies, impacts, risks, and opportunities, and are not planning to do so in the next 2 years

(9.3.4) Please explain

While Moonpig's direct operations have minimal water consumption, the high water usage within the supply chain, particularly in the production of flowers, presents potential risks and opportunities. The Group recognises that water consumption is a major factor in the sustainability of our flower and plant products. Although a risk and opportunity analysis was not performed on suppliers' facilities, the Group works closely with its flower fulfilment partners to invest in process improvements and capital assets which reduce water consumption throughout the supply chain, both at growers, wholesalers and within their own operations. The Group has already moved to sourcing dry packed products where feasible, reducing water consumption at the growers.

[Fixed row]

(9.5) Provide a figure for your organization's total water withdrawal efficiency.

(9.5.1) Revenue (currency)

341100000

(9.5.2) Total water withdrawal efficiency

85467.30

(9.5.3) Anticipated forward trend

For CDP disclosure, this is calculated as revenue per total water withdrawal volume in the reporting period. The Group expects to keep growing in revenue, whereas consuming less water. Therefore, the overall expectancy for a future year is to have higher efficiency.

[Fixed row]

(9.13) Do any of your products contain substances classified as hazardous by a regulatory authority?

	Products contain hazardous substances
	Select from: ☑ Yes

[Fixed row]

(9.13.1) What percentage of your company's revenue is associated with products containing substances classified as hazardous by a regulatory authority?

Row 1

(9.13.1.1) Regulatory classification of hazardous substances

Select from:

☑ Annex XIV of UK REACH Regulation

(9.13.1.2) % of revenue associated with products containing substances in this list

Select from:

☑ 41-60

(9.13.1.3) Please explain

For the Cards division, within the printing facilities, there are usage of inks, varnishing and imaging oil. These substances, although consumed in a very small amount, are used for our cards printed in the UK. Therefore, we've included the revenue range associated with these cards. The Group is constantly looking for better and sustainable options in terms of printing technology.

[Add row]

(9.14) Do you classify any of your current products and/or services as low water impact?

(9.14.1) Products and/or services classified as low water impact

Select from:

☑ No, but we plan to address this within the next two years

(9.14.3) Primary reason for not classifying any of your current products and/or services as low water impact

Select from:

☑ Important but not an immediate business priority

(9.14.4) Please explain

Moonpig Group does not classify any of its current products or services as low water impact because water usage, while important, is not an immediate strategic priority for the business. The company's primary focus is on other environmental issues, such as carbon emissions and packaging. While water is relevant in certain parts of the supply chain, like flower production, Moonpig's direct operations and core products involve minimal water usage,
[Fixed row]

(9.15) Do you have any water-related targets?

Select from:

☑ No, but we plan to within the next two years

(9.15.3) Why do you not have water-related target(s) and what are your plans to develop these in the future?

(9.15.3.1) Primary reason

Select from:

☑ Important but not an immediate business priority

(9.15.3.2) Please explain

Moonpig Group direct operations have minimal water usage, given its primarily digital business and lean fulfilment/ printing model. Therefore, the focus remains on addressing more material environmental topics, such as carbon emissions, packaging, and logistics, which are more closely tied to its operational and strategic priorities. Nonetheless, the Group is currently performing a Double Materiality Assessment in alignment with CSRD and, if water is deemed as material for the business, we can establish goals and targets related.
[Fixed row]

C10. Environmental performance - Plastics

(10.1) Do you have plastics-related targets, and if so what type?

(10.1.1) Targets in place

Select from:

☑ Yes

(10.1.2) Target type and metric

Plastic packaging

☑ Eliminate single-use plastic packaging

Extended Producer Responsibility (EPR)

☑ Ensure compliance with EPR policies and schemes

(10.1.3) Please explain

The Group is committed to phasing out single-use plastic packaging through our own operations and throughout its value chain. Single-use plastics have been completely removed from the Group's operations in the UK during FY24 and we intend to completely remove them from our operations in the Netherlands in FY25. In addition, we focus on ensuring compliance with Extended Producer Responsibility (EPR) regulations, particularly in our key markets of the UK and the Netherlands. This includes monitoring and reducing the use of plastic packaging, as well as reporting on the environmental impacts of any plastic materials we use. We are continually exploring opportunities to reduce plastic usage further, transitioning to more sustainable alternatives, and promoting circularity where possible. This commitment is part of our broader efforts to mitigate our environmental impacts and contribute to a more sustainable future.

[Fixed row]

(10.2) Indicate whether your organization engages in the following activities.

Production/commercialization of plastic polymers (including plastic converters)

(10.2.1) Activity applies

Select from:

☑ No

(10.2.2) Comment

Moonpig Group does not produce nor commercialise raw plastic polymers or plastic converters.

Production/commercialization of durable plastic goods and/or components (including mixed materials)

(10.2.1) Activity applies

Select from:

☑ Yes

(10.2.2) Comment

Moonpig Group does not produce any type of durable plastic goods and/ or components. However, the Group resells/ commercializes a range of gifts that may include durable plastic components.

Usage of durable plastics goods and/or components (including mixed materials)

(10.2.1) Activity applies

Select from:

☑ No

(10.2.2) Comment

The Group operations do not focus on the usage of durable plastic goods or components directly.

Production/commercialization of plastic packaging

(10.2.1) Activity applies

Select from:

☑ Yes

(10.2.2) Comment

Moonpig Group does not produce any type of plastic packaging. However, during peak time plastic wraps can be used. These volumes are minimal and have reduced year over year within our operations.

Production/commercialization of goods/products packaged in plastics

(10.2.1) Activity applies

Select from:

☑ Yes

(10.2.2) Comment

Moonpig Group does not produce any type of goods/ products packaged in plastic. However, the Group resells/ commercializes some gifts that may include plastic wraps (such as chocolates).

Provision/commercialization of services that use plastic packaging (e.g., food services)

(10.2.1) Activity applies

Select from:

☑ No

(10.2.2) Comment

Moonpig's business model focuses on online retail, and it does not provide services like food services that rely heavily on plastic packaging.

Provision of waste management and/or water management services

(10.2.1) Activity applies

Select from:
☑ No

(10.2.2) Comment

Moonpig Group is not involved in waste or water management services.

Provision of financial products and/or services for plastics-related activities

(10.2.1) Activity applies

Select from:
☑ No

(10.2.2) Comment

Moonpig Group does not offer financial products or services, nor is it involved in financing plastics-related activities.

Other activities not specified

(10.2.1) Activity applies

Select from:
☑ No

(10.2.2) Comment

N/A
[Fixed row]

(10.4) Provide the total weight of plastic durable goods and durable components produced, sold and/or used, and indicate the raw material content.

Durable goods and durable components sold

(10.4.1) Total weight during the reporting year (Metric tons)

38.26

(10.4.2) Raw material content percentages available to report

Select all that apply

☑ None

(10.4.7) Please explain

Moonpig Group does not produce any type of durable plastic goods and/ or components. However, the Group resells/ commercializes gifts that may include durable plastic components. The volume provided is for calendar year 2024 and aligned with PRN/EPR.
[Fixed row]

(10.5) Provide the total weight of plastic packaging sold and/or used and indicate the raw material content.

Plastic packaging sold

(10.5.1) Total weight during the reporting year (Metric tons)

0

(10.5.2) Raw material content percentages available to report

Select all that apply

☑ None

(10.5.7) Please explain

Moonpig Group does not sell plastic packaging directly. There is ongoing effort to track packaging for the gifts we resell, which shall be able to collect over the next few years.

Plastic packaging used

(10.5.1) Total weight during the reporting year (Metric tons)

0.14

(10.5.2) Raw material content percentages available to report

Select all that apply

☑ None

(10.5.7) Please explain

Moonpig Group has used a small amount of plastic (mostly for pallet wrap in Tamworth facility) during Calendar Year (Jan-Dec) 2024 as requested per EPR controls. These volumes are expected to decrease over the next years.

[Fixed row]

(10.5.1) Indicate the circularity potential of the plastic packaging you sold and/or used.

Plastic packaging sold

(10.5.1.1) Percentages available to report for circularity potential

Select all that apply

☑ None

(10.5.1.5) Please explain

Moonpig Group, acting as a reseller, does not control the reusability or recyclability of packaging. However, efforts have been made to comply with Extended Producer Responsibility (EPR) regulations, which aim to track and reduce the environmental impact of plastic. Moonpig actively monitors its own plastic usage and has phased out single-use plastics in the UK in FY24 and in the Netherlands during FY25, demonstrating a commitment to reducing plastic waste within its operations.

Plastic packaging used

(10.5.1.1) Percentages available to report for circularity potential

Select all that apply

☑ % technically recyclable

(10.5.1.3) % of plastic packaging that is technically recyclable

100

(10.5.1.5) Please explain

Moonpig actively monitors its own plastic usage and has phased out single-use plastics in the UK in FY24 and in the Netherlands during FY25, demonstrating a commitment to reducing plastic waste within its operations.
[Fixed row]

C11. Environmental performance - Biodiversity

(11.2) What actions has your organization taken in the reporting year to progress your biodiversity-related commitments?

	Actions taken in the reporting period to progress your biodiversity-related commitments
	Select from: ☑ No, we are not taking any actions to progress our biodiversity-related commitments, but we plan to within the next two years

[Fixed row]

(11.3) Does your organization use biodiversity indicators to monitor performance across its activities?

	Does your organization use indicators to monitor biodiversity performance?
	Select from: ☑ No

[Fixed row]

(11.4) Does your organization have activities located in or near to areas important for biodiversity in the reporting year?

Legally protected areas

(11.4.1) Indicate whether any of your organization's activities are located in or near to this type of area important for biodiversity

Select from:
☑ No

(11.4.2) Comment

Moonpig Group does not have activities located in or near areas important for biodiversity in the reporting year. Our operations are primarily centred around digital services and the production of greeting cards, which do not have a direct proximity to ecologically sensitive or high-biodiversity areas.

UNESCO World Heritage sites

(11.4.1) Indicate whether any of your organization's activities are located in or near to this type of area important for biodiversity

Select from:
☑ No

(11.4.2) Comment

Moonpig Group does not have activities located in or near areas important for biodiversity in the reporting year. Our operations are primarily centred around digital services and the production of greeting cards, which do not have a direct proximity to ecologically sensitive or high-biodiversity areas.

UNESCO Man and the Biosphere Reserves

(11.4.1) Indicate whether any of your organization's activities are located in or near to this type of area important for biodiversity

Select from:
☑ No

(11.4.2) Comment

Moonpig Group does not have activities located in or near areas important for biodiversity in the reporting year. Our operations are primarily centred around digital services and the production of greeting cards, which do not have a direct proximity to ecologically sensitive or high-biodiversity areas.

Ramsar sites

(11.4.1) Indicate whether any of your organization's activities are located in or near to this type of area important for biodiversity

Select from:

☑ No

(11.4.2) Comment

Moonpig Group does not have activities located in or near areas important for biodiversity in the reporting year. Our operations are primarily centred around digital services and the production of greeting cards, which do not have a direct proximity to ecologically sensitive or high-biodiversity areas.

Key Biodiversity Areas

(11.4.1) Indicate whether any of your organization's activities are located in or near to this type of area important for biodiversity

Select from:

☑ No

(11.4.2) Comment

Moonpig Group does not have activities located in or near areas important for biodiversity in the reporting year. Our operations are primarily centred around digital services and the production of greeting cards, which do not have a direct proximity to ecologically sensitive or high-biodiversity areas.

Other areas important for biodiversity

(11.4.1) Indicate whether any of your organization's activities are located in or near to this type of area important for biodiversity

Select from:

☑ No

(11.4.2) Comment

Moonpig Group does not have activities located in or near areas important for biodiversity in the reporting year. Our operations are primarily centred around digital services and the production of greeting cards, which do not have a direct proximity to ecologically sensitive or high-biodiversity areas.
[Fixed row]

C13. Further information & sign off

(13.1) Indicate if any environmental information included in your CDP response (not already reported in 7.9.1/2/3, 8.9.1/2/3/4, and 9.3.2) is verified and/or assured by a third party?

	Other environmental information included in your CDP response is verified and/or assured by a third party
	Select from: ☑ Third-party verification/assurance is currently in progress

[Fixed row]

(13.1.1) Which data points within your CDP response are verified and/or assured by a third party, and which standards were used?

Row 1

(13.1.1.1) Environmental issue for which data has been verified and/or assured

Select all that apply
☑ Climate change

(13.1.1.2) Disclosure module and data verified and/or assured

Identification, assessment, and management of dependencies, impacts, risks, and opportunities
☑ Identification, assessment, and management processes

(13.1.1.3) Verification/assurance standard

Climate change-related standards

☑ Other climate change verification standard, please specify :The requirements of the Companies Act 2006

(13.1.1.4) Further details of the third-party verification/assurance process

As part of their external audit, PricewaterhouseCoopers LLP (PwC) made enquiries of management to understand the extent of the potential impact of climate risk on the Group's financial statements.

(13.1.1.5) Attach verification/assurance evidence/report (optional)

annual-report-and-accounts-2024.pdf
[Add row]

(13.2) Use this field to provide any additional information or context that you feel is relevant to your organization's response. Please note that this field is optional and is not scored.

	Additional information
	N/A

[Fixed row]

(13.3) Provide the following information for the person that has signed off (approved) your CDP response.

(13.3.1) Job title

Chief Financial Officer

(13.3.2) Corresponding job category

Select from:
☑ Chief Financial Officer (CFO)
[Fixed row]

(13.4) Please indicate your consent for CDP to share contact details with the Pacific Institute to support content for its Water Action Hub website.

Select from:
☑ No