

moonpig group plc

We are a technology platform
and a leading online destination for
greetings cards and gifting.

#1 Online greeting
card and gifting
player in the **UK**
and **Netherlands**



46m
cards a year²

Our brands

moonpig



12.2m
active customers¹

7m
gifts and flowers a year²

Business mix



71% UK
27% Netherlands
2% Rest of the World³



56% cards²



44% gifts²

Market share and brand awareness

moonpig

60%

market share in the UK⁴



65%

market share in the Netherlands⁵

86%

brand awareness⁶

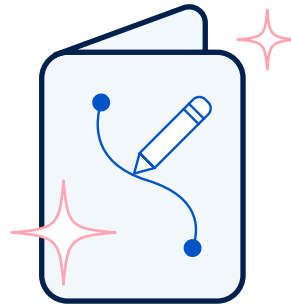
78%

brand awareness⁶

Loyal customer base

78% of revenue from existing customers in **FY20**

Global design platform to build the widest, most relevant range



22,000+ card designs, approx. **200** brands and partnerships

Curated range of approx. **1,000** gifts

Our cutting-edge data science and tech platform

#1

shopping app in the UK⁷

1/3

of orders are generated on the app⁸

45m

reminders set⁹

Our logistics and operations network

Gives us flexibility, scalability and resilience

3x

Scaling at peaks

Up to **300k**

orders a day

Convenience

Leading cut off times for same day dispatch

Up to **9pm** for Moonpig
Up to **10pm** for Greetz

Financial track record



44%

Scaling at peaks

Grew revenues at a **mid-teens CAGR** over the **ten year period** ended April 2020

More than **doubled our active customer base** (for two-and-a-half years to October 2020)

Unbroken revenue growth since inception

¹ Number of customers that have transacted as of LTM October 2020

² Moonpig Group as of LTM October 2020

³ Moonpig Group FY20

⁴ OC&C estimate. UK reflects share of sales of the online specialist greeting card retailers

⁵ OC&C estimate. Netherlands reflects share of the online major players greeting card market

⁶ Prompted brand awareness – year ended 30 April 2020, according to OC&C

⁷ Android & iOS as at June 2020

⁸ Moonpig Group, month of October 2020

⁹ From Oct 2011 to Oct 2020 for Moonpig / from Oct 2018 to Oct 2020 for Greetz