

17 September 2025

## **Moonpig Group plc**

### **AGM Trading Update**

Moonpig Group plc (the “Group”), the leading online greeting card and gifting platform in the UK and the Netherlands, is holding its Annual General Meeting today. In advance of this, the Group provides an update on its performance for the current financial year (commencing 1 May 2025) to date.

Overall, Group trading momentum has continued through the start of the year, in line with expectations, and we remain on track to deliver our FY26 guidance.

Moonpig continues to deliver consistent revenue growth at approximately 10% year on year. Greetz trading has improved sequentially, with revenue now showing modest year on year growth on both a reported and constant currency basis.

Growth in orders is underpinned by the continued expansion of our active customer base. Customers are increasingly embracing our innovative personalisation features to express themselves, with adoption continuing to rise — around 50% of all cards now including options such as AI-generated stickers, audio or video messages, or personalised handwriting. Moonpig and Greetz Plus subscriptions have now surpassed one million members with numbers continuing to grow each month. Together, rising adoption of personalisation and the expansion of Plus are deepening customer engagement and strengthening purchase frequency.

Average order value is rising at Moonpig and Greetz, reflecting uptake of Moonpig Guaranteed Delivery and gift attach rate growth consistent with H2 FY25. Following on from the successful launch of Hotel Chocolat and the Entertainer in FY25, we expect upcoming trusted brand launches in flowers and gifting — including Laura Ashley Flowers, Next Flowers and JoJo Maman Bébé — to support continued attach rate growth during the key Christmas, Valentine's Day and Mother's Day trading periods.

At Experiences, we continue to build on recent operational momentum, supported by a strengthened divisional management team. New products across subscription gifting, live experiences and casual dining are now live on Buyagift, with a broader pipeline of launches set to accelerate over the coming months.

For FY26, we continue to expect Group Adjusted EBITDA to grow at a mid-single digit percentage rate and growth in Adjusted earnings per share at between 8% and 12%. Strong free cash flow generation is expected to fund both ongoing investment in our growth strategy and returns to shareholders, comprising dividends and our FY26 share repurchase programmes of up to £60m. Our medium-term targets remain unchanged.

#### **Nickyl Raithatha, CEO, commented:**

“We have had a good start to the year, demonstrating the continuing power of the Moonpig proposition. With strong growth in the Moonpig brand and a return to year on year growth for Greetz, we are on track to deliver our FY26 guidance.

We continue to use technology, AI and data to enable our customers to connect with their loved ones in new and creative ways. AI generated Stickers have quickly become our most widely adopted innovation, with customers now creating two million personalised images every month, demonstrating the resonance of our proposition and the scalability of our technology platform.

Moonpig’s unique combination of leading market positions, strong customer retention, good profit margins and robust cash generation puts us in pole position to capitalise on the long-term structural shift to online.”

#### **Enquiries**

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#### **About Moonpig Group**

Moonpig Group plc (the "Group") is a leading online greeting cards and gifting platform, comprising the Moonpig, Red Letter Days and Buyagift brands in the UK and the Greetz brand in the Netherlands. The Group's leading customer proposition includes an extensive range of cards, a curated range of gifts, personalisation features and next day delivery offering.

The Group offers its products through its proprietary technology platforms and apps, which utilise unique data science capabilities designed by the Group to optimise and personalise the customer experience and provide scalability. Learn more at <https://www.moonpig.group/>.

### **Forward Looking Statements**

This announcement contains certain forward-looking statements with respect to the financial condition, results or operation and businesses of Moonpig Group plc. Such statements and forecasts by their nature involve risks and uncertainty because they relate to future events and circumstances. There are a number of other factors that may cause actual results, performance or achievements, or industry results, to be materially different from those projected in the forward-looking statements.

These factors include general economic and business conditions; changes in technology; timing or delay in signing, commencement, implementation and performance of programmes, or the delivery of products or services under them; industry; relationships with customers; competition; and ability to attract personnel. You are cautioned not to rely on these forward-looking statements, which speak only as of the date of this announcement. We undertake no obligation to update or revise any forward-looking statements to reflect any change in our expectations or any change in events, conditions or circumstances.