

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



Our brands

moonpig



Over 50m orders¹

73m cards and gifts a year¹

Business mix



75% UK
23% Netherlands
2% Rest of the World³



54% cards¹



46% gifts¹

Market share and brand awareness

moonpig

60%

market share in the UK²



65%

market share in the Netherlands²

89%

brand awareness³

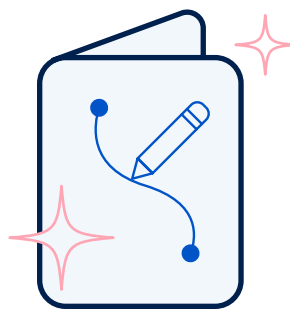
81%

brand awareness⁴

Loyal customer base

75% of revenue from existing customers in FY21

Global design platform to build the widest, most relevant range



27,000+ card designs, approx. 200 brands and partnerships

Curated range of approx. 1,400 gifts

Our cutting-edge data science and tech platform

#1

shopping app in the UK⁵

37%

of orders are generated on the app⁶

over 50m

reminders set⁷

Our logistics and operations network

Gives us flexibility, scalability and resilience

3x

Scaling at peaks

Up to 450k

orders a day

Convenience

Leading cut off times for same day dispatch

Up to 9pm for Moonpig

Up to 10pm for Greetz

¹ Moonpig Group FY21

² OC&C estimate. UK reflects share of sales of the online specialist greeting card retailers, Netherlands reflects share of the online major players greeting card market

³ Prompted brand awareness - June 2021

⁴ Prompted brand awareness - May 2021

⁵ Android & iOS as at June 2020

⁶ Moonpig, FY21

⁷ Moonpig Group, as at April 2021