

1. Issuer Details**ISIN**

GB00BMT9K014

Issuer Name

MOONPIG GROUP PLC

UK or Non-UK Issuer

UK

2. Reason for Notification

An acquisition or disposal of voting rights

3. Details of person subject to the notification obligation**Name**

Exponent Private Equity LLP

City of registered office (if applicable)

London

Country of registered office (if applicable)

United Kingdom

Name	City of registered office	Country of registered office
Exponent Private Equity Co-Investment GP LLP in its capacity as general partner of Exponent Private Equity Partners III (SPV) LP	London	United Kingdom

4. Details of the shareholder

Name	City of registered office	Country of registered office
Exponent Private Equity Co-Investment GP LLP in its capacity as general partner of Exponent Private Equity Partners III (SPV) LP	London	United Kingdom

5. Date on which the threshold was crossed or reached

25-Apr-2024

6. Date on which Issuer notified

25-Apr-2024

7. Total positions of person(s) subject to the notification obligation

	% of voting rights attached to shares (total of 8.A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer
Resulting situation on the date on which threshold was crossed or reached	8.228194	0.000000	8.228194	28248215
Position of previous notification (if applicable)	12.000000	0.000000	12.000000	

8. Notified details of the resulting situation on the date on which the threshold was crossed or reached**8A. Voting rights attached to shares**

Class/Type of shares ISIN code (if possible)	Number of direct voting rights (DTR5.1)	Number of indirect voting rights (DTR5.2.1)	% of direct voting rights (DTR5.1)	% of indirect voting rights (DTR5.2.1)
GB00BMT9K014	28248215		8.228194	
Sub Total 8.A	28248215		8.228194%	

8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))

Type of financial instrument	Expiration date	Exercise/conversion period	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
Sub Total 8.B1				

8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))

Type of financial instrument	Expiration date	Exercise/conversion period	Physical or cash settlement	Number of voting rights	% of voting rights
Sub Total 8.B2					

9. Information in relation to the person subject to the notification obligation

2. Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entities (please add additional rows as necessary)

Ultimate controlling person	Name of controlled undertaking	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
Exponent Private	Exponent Private Equity Co-Investment GP LLP in its capacity as general partner of Exponent	8.228194		8.228194%

Equity LLP	Private Equity Partners III (SPV) LP				
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10. In case of proxy voting

Name of the proxy holder

The number and % of voting rights held

The date until which the voting rights will be held

11. Additional Information

12. Date of Completion

25-Apr-2024

13. Place Of Completion

London, United Kingdom
