

**Moonpig Group plc**

**NOTIFICATION OF TRANSACTIONS OF  
PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES**

**4 July 2024**

On 2 July 2024 the Company made the following conditional awards of nil-cost options under the Moonpig Long Term Incentive Plan ("LTIP") and the Moonpig Deferred Share Bonus Plan ("DSBP") to the following directors.

	<b>Scheme</b>	<b>Number of shares awarded</b>
Nickyl Raithatha	LTIP	967,268
Andy MacKinnon	LTIP	625,389
Nickyl Raithatha	DSBP	99,942
Andy MacKinnon	DSBP	64,618

**LTIP awards**

The LTIP awards were calculated using a price of £1.6058 per share (being the average mid market closing price on the dealing days over the 90 calendar days prior to the date of grant).

The policy limit for LTIP awards is 250% of salary. The awards will be subject to Total Shareholder Return and Adjusted EPS performance conditions.

**DSBP awards**

The DSBP awards were calculated using a price of £1.8667 per share (being the average of the Company's share price during the 3-day period ended with the dealing day before the date of grant).

The DSBP award relates to the deferral of 33% of the FY24 bonus, which would otherwise be paid in cash in July 2024, into options over shares with a future vesting date conditional upon continued employment.

Vesting of both awards will take place three years after grant and are subject to continued employment. Any vested shares from the LTIP awards which are not sold to pay income tax and national insurance liabilities will be subject to a two year post-vesting holding period.

The Awards were made in accordance with the Company's remuneration policy.

The relevant notifications set out below are provided in accordance with the requirements of Article 19 of the EU Market Abuse Regulation.

**Moonpig Group plc**

**NOTIFICATION OF TRANSACTIONS OF  
PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Nickyl Raithatha
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Executive Director/PDMR
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Moonpig Group plc
b)	LEI	213800VAYO5KCAXZHK83
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>	
a)	Description of the financial instrument, type of instrument	Ordinary Shares of £0.10 each
	Identification code	ISIN: GB00BMT9K014
b)	Nature of the transaction	(1) Grant of conditional award made under the Moonpig Long Term Incentive Plan; and

		(2) Grant of conditional award made under the Moonpig Deferred Share Bonus Plan		
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		(1) Nil consideration	967,268	
		(2) Nil consideration	99,942	
d)	Aggregated information	N/A		
	- Aggregated volume			
	- Price			
e)	Date of the transaction	2 July 2024		
f)	Place of the transaction	Outside of a trading venue		

**Moonpig Group plc**

**NOTIFICATION OF TRANSACTIONS OF  
PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>			
a)	Name	Andy MacKinnon		
<b>2</b>	<b>Reason for the notification</b>			
a)	Position/status	Executive Director/PDMR		
b)	Initial notification /Amendment	Initial notification		
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>			
a)	Name	Moonpig Group plc		
b)	LEI	213800VAYO5KCAXZHK83		
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>			
a)	Description of the financial instrument, type of instrument	Ordinary Shares of £0.10 each		
	Identification code	ISIN: GB00BMT9K014		
b)	Nature of the transaction	(1) Grant of conditional award made under the Moonpig Long Term Incentive Plan; and (2) Grant of conditional award made under the Moonpig Deferred Share Bonus Plan		
c)	Price(s) and volume(s)			
		Price(s)	Volume(s)	
		(1) Nil consideration	625,389	
		(2) Nil consideration	64,618	
d)	Aggregated information	N/A		
	- Aggregated volume			
	- Price			
e)	Date of the transaction	2 July 2024		
f)	Place of the transaction	Outside of a trading venue		

Company Secretary  
[company-secretary@moonpig.com](mailto:company-secretary@moonpig.com)

---

---