

**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**

11-Jul-2024

**6. Date on which Issuer notified**

11-Jul-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	2.948833	0.000000	2.948833	10132824
Position of previous notification (if applicable)	8.228194	0.000000	8.228194	

**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	10132824	0	2.948833	0.000000
Sub Total 8.A	10132824		2.948833%	

**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	2.948833		2.948833%

Equity LLP	Private Equity Partners III (SPV) LP				
------------	---	--	--	--	--

**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**

11-Jul-2024

**13. Place Of Completion**

London, United Kingdom

---

---