

30 July 2024

Moonpig Group plc (the "Company")

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

On 26 July 2024 the Company made awards to employees under the Moonpig Savings-Related Share Option Plan (the "Plan"). Options were granted over the Company's shares at an option price of £1.50 per share. Three- year savings contracts will commence on 1 October 2024. The following Director received an award under the Plan.

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**

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Andy MacKinnon	
2	Reason for the notification		
a)	Position/status	Executive Director/PDMR	
b)	Initial notification /Amendment	Initial notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Moonpig Group plc	
b)	LEI	213800VAYO5KCAXZHK83	
4	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		
a)	Description of the financial instrument, type of instrument	Ordinary Shares of £0.10 each	
	Identification code	ISIN: GB00BMT9K014	
b)	Nature of the transaction	Grant of options under the Moonpig Savings-Related Share Option Plan	
c)	Price(s) and volume(s)		
		Price(s)	Volume(s)
		£1.50	12,366
d)	Aggregated information	N/A	
	- Aggregated volume		
	- Price		
e)	Date of the transaction	26 July 2024	
f)	Place of the transaction	Outside of a trading venue	
