

Moonpig Group plc

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

Moonpig Group plc was notified by the two Executive Directors of the following transactions on 6 August 2024.

DSBP vesting

The Deferred Share Bonus Awards granted on 6 August 2021 in respect of the deferred element (33% of the FY21 bonus) reached the end of the 3 year holding period on 6 August 2024. As a result of the vesting of those awards, the following transactions took place:

Director	Shares allotted for nil consideration	Shares sold to cover income tax and NI liabilities and dealing costs	Sale price per share
Nickyl Raithatha	57,208	27,023	£2.05
Andy MacKinnon	20,125	9,507	£2.05

The Executive Directors' shareholdings following these transactions are set out below:

Director	Number of shares held	% of salary represented by shareholding	Shareholding requirement of 300% salary met?
Nickyl Raithatha	4,751,114	1,568%	Yes
Andy MacKinnon	1,010,992	516%	Yes

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

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PERSONS DISCHARGING MANAGERIAL RESPONSIBILITIES**

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Nickyl Raithatha	
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	(1) Allotment of new issue shares to satisfy DSBP award (2) Sale of shares awarded under DSBP award to cover income tax and NI liabilities and dealing costs	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil cost awards	57,208
		£2.05 per share	27,023
d)	Aggregated information	N/A	
	- Aggregated volume	N/A	

	- Price	N/A
e)	Date of the transaction	6 August 2024
f)	Place of the transaction	(1) Outside of a trading venue (2) XLON

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**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	(1) Allotment of new issue shares to satisfy DSBP award (2) Sale of shares awarded under DSBP award to cover income tax and NI liabilities and dealing costs	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		Nil cost awards	20,125
		£2.05 per share	9,507
d)	Aggregated information	N/A	
	- Aggregated volume	N/A	
	- Price	N/A	
e)	Date of the transaction	6 August 2024	
f)	Place of the transaction	(1) Outside of a trading venue (2) XLON	

Jayne Powell
Company Secretary
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