

30 October 2024

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Moonpig Group plc (the "Company")
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**NOTIFICATION OF TRANSACTIONS OF
PERSONSÂ DISCHARGING MANAGERIAL RESPONSIBILITIES**
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The Company was today notified by a Director of the following transaction on 30 October 2024.

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Following the transaction Nickyl Raithatha holds 3,751,114 shares in Moonpig Group plc, representing 1,479% of his salary.Â The shareholding requirement for a Director under the Company's Remuneration Policy is 300% of salary.

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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 Â£0.10 each		
	Identification code	ISIN: GB00BMT9K014		
b)	Nature of the transaction	Disposal of shares		
c)	Price(s) and volume(s)	Â	Â	Â
		Â	Price(s)	Volume(s)
		Â	Â£2.469394 per share	1,000,000
		Â	Â	Â
d)	Aggregated information	Â		
	- Aggregated volume	N/a		
	- Price	N/a		
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e)	Date of the transaction	30 October 2024		
f)	Place of the transaction	London Stock Exchange		

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Jayne Powell
Company Secretary
company-secretary@moonpig.com