

**Dividend Declaration**  
**Moonpig Group plc (the "Company")**  
**Ordinary 10p shares**  
**ISIN: GB00BMT9K014**

The Company has announced earlier today that it will pay an interim dividend of 1.0p per ordinary share on 20 March 2025 to shareholders on the register at 21 February 2025.

**Dividend timetable**

The dividend timetable for FY25 is set out below:

| Date                       | Interim dividend FY25 | Final dividend FY25 |
|----------------------------|-----------------------|---------------------|
| Announcement date          | 10 December 2024      | 26 June 2025        |
| Ex-dividend date           | 20 February 2025      | 23 October 2025     |
| Record date                | 21 February 2025      | 24 October 2025     |
| Currency election deadline | 21 February 2025      | 24 October 2025     |
| Payment date               | 20 March 2025         | 20 November 2025    |

The final dividend for FY25 will be subject to board approval and subsequent shareholder approval at the Company's Annual General Meeting scheduled for 17 September 2025.

For future dividends declared in respect of periods beyond FY25, it is the Company's intention to pay each interim dividend on the third Thursday in March and each final dividend on the third Thursday in November.

**Electronic bank payment only**

Dividends will be paid exclusively by electronic transfer, with dividend confirmations available on the Shareholder Portal at [www.signalshares.com](http://www.signalshares.com). Shareholders who have not yet registered their bank account details should do so as soon as possible by:

- Visiting [www.signalshares.com](http://www.signalshares.com).
- Calling the Company's registrar, Link Group on +44 (0)371 664 0300.

Dividends for shareholdings without registered payment details will be retained until payment instructions have been provided.

**Currency election**

By default, dividends will be paid in sterling. Shareholders may elect to instead receive dividends in Euros by following these instructions:

- **Certified shares and Moonpig Group Nominee shares:** download and complete the currency election form available from the Moonpig Group website at <https://www.moonpig.group/investors/> or from the Company's registrar, Link Group.
- **CREST shares:** submit currency elections in accordance with the CREST elections process.

The deadline for the receipt of currency elections relating to the FY25 interim dividend is 21 February 2025.

**Exchange rate for interim dividend payments in euros**

For shareholders electing for payment in euros, the sterling-to-euro exchange rate for the FY25 interim dividend will be calculated on 26 February 2025 and announced on 27 February 2025.

**Enquiries**

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**About Moonpig Group**

Moonpig Group plc (the "Group") is a leading online greeting cards and gifting platform, comprising the Moonpig, Red Letter Days and Buyagift brands in the UK and the Greetz brand in the Netherlands. The Group is the online market

leader in cards in both of its markets and is also the UK market leader in gift experiences.

The Group's leading customer proposition includes an extensive range of cards, a curated range of gifts, personalisation features and next day delivery offering.

The Group offers its products through its proprietary technology platforms and apps, which utilise unique data science capabilities designed by the Group to optimise and personalise the customer experience and provide scalability. Learn more at <https://www.moonpig.group/>.

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