

21 January 2025

4imprint Group plc
Trading Update and Notice of Final Results

4imprint Group plc (the "Group"), the leading international direct marketer of promotional products, will announce its final results for the year ended 28 December 2024 on Wednesday, 12 March 2025. Ahead of this, the Group today provides a trading update.

The Group has delivered a strong financial performance for the year.

Unaudited Group revenue for 2024 is anticipated to be 1.37bn, an increase of 41m or 3% compared to 1.33bn in 2023. Unaudited profit before tax in 2024 is expected to be not less than 153m (2023: 141m), above the upper end of the current range of analysts' forecasts.

The Group made solid operational progress in 2024, despite a challenging market backdrop. Total order count and average order value for the year were both 2% higher than 2023. New customer orders were 9% below prior year, reflecting continued uncertainty around economic conditions. Existing customer orders were up 5% over prior year, demonstrating the quality and retention characteristics of customers being acquired. Gross profit margin has remained strong at around 32% and our flexible marketing mix has enabled us to tailor marketing investment to prevailing market conditions, resulting in a double digit percentage operating profit margin.

The business continues to be highly cash-generative. A major capital investment of 20m was made in 2024 to expand the Oshkosh distribution centre, supporting continued growth in the apparel category of our product range. After this investment, unaudited cash and bank deposits at the 2024 year-end were 148m (2023: 105m), leaving the Group well-funded entering the 2025 financial year.

Our financial and operational performance reflects a clear strategy and a highly resilient, cash-generative, business model. The Board remains confident in the Group's strategy, positioning and prospects.

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