

**1. Issuer Details****ISIN**

GB00BMT9K014

**Issuer Name**

MOONPIG GROUP PLC

**UK or Non-UK Issuer**

UK

**2. Reason for Notification**

An acquisition or disposal of voting rights

**3. Details of person subject to the notification obligation****Name**

BlackRock, Inc.

**City of registered office (if applicable)**

Wilmington

**Country of registered office (if applicable)**

USA

**4. Details of the shareholder****Full name of shareholder(s) if different from the person(s) subject to the notification obligation, above**

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**City of registered office (if applicable)**

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**Country of registered office (if applicable)**

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**5. Date on which the threshold was crossed or reached**

05-Mar-2025

**6. Date on which Issuer notified**

06-Mar-2025

**7. Total positions of person(s) subject to the notification obligation**

	% of voting rights attached to shares (total of 8.A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer
Resulting situation on the date on which threshold was crossed or reached	4.600000	0.570000	5.170000	17530771
Position of previous notification (if applicable)	Below 5%	Below 5%	Below 5%	Â

**8. Notified details of the resulting situation on the date on which the threshold was crossed or reached****8A. Voting rights attached to shares**

Class/Type of shares ISIN code(if possible)	Number of direct voting rights (DTR5.1)	Number of indirect voting rights (DTR5.2.1)	% of direct voting rights (DTR5.1)	% of indirect voting rights (DTR5.2.1)
GB00BMT9K014	Â	15585330	Â	4.600000
Sub Total 8.A	15585330		4.600000%	

**8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))**

Type of financial instrument	Expiration date	Exercise/conversion period	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
Securities Lending	Â	Â	1945441	0.570000
Sub Total 8.B1	Â		1945441	0.570000%

**8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))**

Type of financial instrument	Expiration date	Exercise/conversion period	Physical or cash settlement	Number of voting rights	% of voting rights
Â	Â	Â	Â	Â	Â
Sub Total 8.B2	Â			Â	Â

**9. Information in relation to the person subject to the notification obligation**

2. Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entities (please add additional rows as necessary)

Ultimate controlling person	Name of controlled undertaking	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
BlackRock, Inc. (Chain 1)	BlackRock Finance, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 1)	BlackRock Holdco 2, Inc.	Â	Â	Â
BlackRock, Inc.	BlackRock Financial		Â	Â

(Chain 1)	Management, Inc.	Â		
BlackRock, Inc. (Chain 1)	BlackRock International Holdings, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 1)	BR Jersey International Holdings L.P.	Â	Â	Â
BlackRock, Inc. (Chain 1)	BlackRock Holdco 3, LLC	Â	Â	Â
BlackRock, Inc. (Chain 1)	BlackRock Cayman 1 LP	Â	Â	Â
BlackRock, Inc. (Chain 1)	BlackRock Cayman West Bay Finco Limited	Â	Â	Â
BlackRock, Inc. (Chain 1)	BlackRock Cayman West Bay IV Limited	Â	Â	Â
BlackRock, Inc. (Chain 1)	BlackRock Group Limited	Â	Â	Â
BlackRock, Inc. (Chain 1)	BlackRock Finance Europe Limited	Â	Â	Â
BlackRock, Inc. (Chain 1)	BlackRock Investment Management (UK) Limited	Â	Â	Â
BlackRock, Inc. (Chain 2)	BlackRock Finance, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 2)	BlackRock Holdco 2, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 2)	BlackRock Financial Management, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 2)	BlackRock Holdco 4, LLC	Â	Â	Â
BlackRock, Inc. (Chain 2)	BlackRock Holdco 6, LLC	Â	Â	Â
BlackRock, Inc. (Chain 2)	BlackRock Delaware Holdings Inc.	Â	Â	Â
BlackRock, Inc. (Chain 2)	BlackRock Institutional Trust Company, National Association	Â	Â	Â
BlackRock, Inc. (Chain 3)	BlackRock Finance, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 3)	BlackRock Holdco 2, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 3)	BlackRock Financial Management, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 3)	BlackRock Holdco 4, LLC	Â	Â	Â
BlackRock, Inc. (Chain 3)	BlackRock Holdco 6, LLC	Â	Â	Â
	BlackRock			

BlackRock, Inc. (Chain 3)	Delaware Holdings Inc.	Â	Â	Â
BlackRock, Inc. (Chain 3)	BlackRock Fund Advisors	Â	Â	Â
BlackRock, Inc. (Chain 4)	BlackRock Finance, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 4)	BlackRock Holdco 2, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 4)	BlackRock Financial Management, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 4)	BlackRock International Holdings, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 4)	BlackRock Canada Holdings ULC	Â	Â	Â
BlackRock, Inc. (Chain 4)	BlackRock Asset Management Canada Limited	Â	Â	Â
BlackRock, Inc. (Chain 5)	BlackRock Finance, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 5)	BlackRock Holdco 2, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 5)	BlackRock Financial Management, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 5)	BlackRock International Holdings, Inc.	Â	Â	Â
BlackRock, Inc. (Chain 5)	BR Jersey International Holdings L.P.	Â	Â	Â
BlackRock, Inc. (Chain 5)	BlackRock Holdco 3, LLC	Â	Â	Â
BlackRock, Inc. (Chain 5)	BlackRock Cayman 1 LP	Â	Â	Â
BlackRock, Inc. (Chain 5)	BlackRock Cayman West Bay Finco Limited	Â	Â	Â
BlackRock, Inc. (Chain 5)	BlackRock Cayman West Bay IV Limited	Â	Â	Â
BlackRock, Inc. (Chain 5)	BlackRock Group Limited	Â	Â	Â
BlackRock, Inc. (Chain 5)	BlackRock Finance Europe Limited	Â	Â	Â
BlackRock, Inc. (Chain 5)	BlackRock Advisors (UK) Limited	Â	Â	Â

## 10. In case of proxy voting

**Name of the proxy holder**

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**The number and % of voting rights held**

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**The date until which the voting rights will be held**

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## 11. Additional Information

BlackRock Regulatory Threshold Reporting Team

Jana Blumenstein

020 7743 3650

**12. Date of Completion**

06<sup>th</sup> March 2025

**13. Place Of Completion**

12 Throgmorton Avenue, London, EC2N 2DL, U.K.

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