

This announcement replaces RNS No. 8123I released at 7.53am on 15 May 2025 as the PDF link was not included.

All other information remain unchanged.

Transaction in own shares

Moonpig Group plc (the "Company") announces that on 14 May 2025 it purchased for cancellation the following number of its ordinary shares of 10 pence each pursuant to its up to £30m share repurchase programme, details of which were announced on 2 May 2025.

Description of shares: Moonpig Group plc - ordinary shares of 10 pence

Number of Shares repurchased: 97,100 Shares

Date of transaction: 14 May 2025

Average price paid per Share: 240.8757 pence

Lowest price paid per Share: 238.0000 pence

Highest price paid per Share: 245.0000 pence

Broker: J.P. Morgan Securities plc

Following the purchase of these shares, the remaining number of ordinary shares in issue will be 332,765,763 (excluding Treasury shares), and the company holds no ordinary shares in Treasury.

The figure of 332,765,763 may be used by shareholders (and others with notification obligations) as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the Disclosure and Transparency Rules.

In accordance with Article 5(1)(b) of Regulation (EU) No 596/2014 (the Market Abuse Regulation), detailed information about the individual purchases is attached to this announcement.

http://www.rns-pdf.londonstockexchange.com/rns/8126I_1-2025-5-15.pdf

For further information, please contact:

Moonpig Group plc

investors@moonpig.com, pressoffice@moonpig.com

Nickyl Raithatha, Chief Executive Officer

Andy MacKinnon, Chief Financial Officer

About Moonpig:

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/>.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

POSFIFEREAIELIE