

26 June 2025

Moonpig Group plc

CEO Succession

Moonpig Group plc (the "**Group**") today announces that Nickyl Raithatha has informed the Board of his intention to step down as Chief Executive Officer ("**CEO**") after seven years in the role.

Nickyl's notice period is twelve months and the Board has commenced a search for his successor. Nickyl will continue to lead the Group as CEO while a successor is appointed and will ensure a smooth transition.

Kate Swann, Chair, commented:

"I would like to thank Nickyl for his service and contribution as CEO, including leading the Group to a successful IPO on the London Stock Exchange in 2021. Under his leadership, the Group has reinforced its position as the category-defining online platform for greeting cards and gifting. Nickyl leaves the Group in a strong position, with the Group's FY25 results showcasing another year of strong earnings growth and high free cash flow. The Board remains confident in the opportunities ahead.

Nickyl has built a seasoned leadership team that will drive strong execution continuity during the transition. We are well prepared from a succession perspective and will continue to work closely with Nickyl as we look to appoint his successor."

Nickyl Raithatha, CEO, commented:

"After seven years as CEO, I am proud to leave the Group in a strong position as the clear leading platform in cards and gifts across both the UK and the Netherlands, with a loyal and growing customer base, driven by our innovations in technology, data and AI. It has been a privilege to work alongside such a talented group of people. Together, we have grown the business, listed on the London Stock Exchange, and expanded into new markets. As today's full-year results show, the business is in excellent shape, with strong momentum, an experienced senior leadership team, and significant growth potential.

Until I hand over to my successor, I remain focused on executing our strategic priorities and continuing to deliver sustained growth and long-term value for shareholders."

This announcement is made pursuant to Listing Rules 6.4.6R. It also contains information that qualifies or may qualify as inside information within the meaning of Article 7 of the Market Abuse Regulation (EU) No. 596/2014 as it forms part of English law by virtue of the European Union (Withdrawal) Act 2018.

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About Moonpig

Moonpig Group plc (the "**Group**") is a leading online greeting cards and gifting platform, comprising the Moonpig, Red Letter Tel: +44 (0) 20 7653 4000 and Buyagift brands in the UK and the Greetz brand in the Netherlands. 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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