

Transaction in own shares

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Moonpig Group plc (the "Company") announces that on 28 August 2025 it purchased for cancellation the following number of its ordinary shares of 10 pence each pursuant to its up to Â£30m share repurchase programme, details of which were announced on 2 May 2025.

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

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Number of Shares repurchased: 109,266 Shares

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Date of transaction: 28 August 2025

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Average price paid per Share: 204.5475 pence

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Lowest price paid per Share: 202.5000 pence

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Highest price paid per Share: 206.0000 pence

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Broker: J.P. Morgan Securities plc

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Following the purchase of these shares, the remaining number of ordinary shares in issue with voting rights will be 325,299,754 (excluding Treasury shares), and the company holds no ordinary shares in Treasury.

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The figure of 325,299,754 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.

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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.

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For further information, please contact:

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Moonpig Group plc

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Nickyl Raithatha, Chief Executive Officer

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Andy MacKinnon, Chief Financial Officer

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About Moonpig:

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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.

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

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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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