

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**

Baillie Gifford & Co

City of registered office (if applicable)

Edinburgh

Country of registered office (if applicable)

United Kingdom

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

20-Nov-2025

6. Date on which Issuer notified

21-Nov-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	10.040000	0.000000	10.040000	31803181
Position of previous notification (if applicable)	5.179000	0.000000	5.179000	Å

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	Å	31803181	Å	10.040000
Sub Total 8.A	31803181		10.040000%	

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
Å	Å	Å	Å	Å
Sub Total 8.B1	Å		Å	Å

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
Å	Å	Å	Å	Å	Å
Sub Total 8.B2	Å			Å	Å

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
Baillie Gifford & Co	Baillie Gifford & Co	10.040000	Å	10.040000%
Baillie Gifford & Co	Baillie Gifford Overseas Limited	Å	Å	Å

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

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12. Date of Completion

21-Nov-2025

13. Place Of Completion

Edinburgh