

Transaction in own shares

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Moonpig Group plc (the "Company") announces that on 21 January 2026 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 7 November 2025.

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

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Number of Shares repurchased: 119,775 Shares

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Date of transaction: 21 January 2026

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Average price paid per Share: 216.0283 pence

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Lowest price paid per Share: 215.00 pence

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Highest price paid per Share: 216.50 pence

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Broker: RBC Europe Limited

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Following the purchase of these shares, the remaining number of ordinary shares in issue with voting rights will be 312,474,792 (excluding Treasury shares), and the company holds no ordinary shares in Treasury.

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The figure of 312,474,792 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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Andy MacKinnon, Chief Financial Officer

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About Moonpig Group:

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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'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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