

## Our journey

# We have transformed our business into a technology and data platform for gifting.

Moonpig Group is a leading international gifting platform with a rich history of innovation and growth. It all began in April 2000 when moonpig.com was launched as the UK's first online card retailer. The vision was simple: to create a better card than customers could find on the high street, by combining digital printing and the internet. As time went on, the Group expanded into card-attached gifting, adding flowers, off-the-shelf gifts and balloons to its range.

In 2018, the Group acquired Greetz, one of the Netherlands' leading online card and gifting businesses. Greetz was founded in 2004, since then it has established itself as a clear market leader in online cards with strong brand awareness.

On 5 February 2021, the Company was admitted to trading on the London Stock Exchange's Main Market for listed securities.

In July 2022, the Group completed the acquisition of Experiences, which operates the Red Letter Days and Buyagift brands. The acquisition was closely aligned to our strategy of becoming the ultimate gifting companion.

From 2018 onwards, the Group has invested in transforming itself into the world's leading technology and data platform for greeting cards and gifting. This has involved several large foundational projects, including the migration of Greetz onto our unified technology platform and the opening of new, state-of-the-art operational facilities in the UK and the Netherlands.

Since completing these foundational projects, the Group's technology, data and product teams have focused on growth initiatives and product innovations, such as AI-generated 'smart text' greeting card messages, the ability to add personalised video and audio messages to cards and the ability to send group cards containing messages from multiple contributors.

Features launched in the last twelve months include Moonpig Plus and Greetz Plus membership subscriptions, same-day digital capability on Moonpig by combining gift experiences with e-cards, a range of physical gifts in Australia and retail gift cards in the US. In addition, our B2B product Moonpig for Work is live in beta version for several customers ahead of planned launch in FY25.

01 Innovator of personalised cards

02 The leading online card and gift shop

03 Transformation into a technology and data platform

04 Transition to innovation and growth initiatives

01 2000

**Moonpig, the first online greeting cards business, was founded**

2004

Greetz was founded in the Netherlands

2007

Moonpig introduced gifts

02 2010

Greetz introduced flowers

03 2018

**Moonpig Group acquired Greetz**

2021

**Moonpig Group floated on the London Stock Exchange**

## Following our IPO

04 2022

March

Moonpig launched in Ireland

July

Moonpig Group acquired Experiences (Red Letter Days and Buyagift)

September

- Greetz completed its migration onto the unified technology platform
- Moonpig Group opened operational facilities in the UK and the Netherlands
- Greetz launched new iOS and Android apps

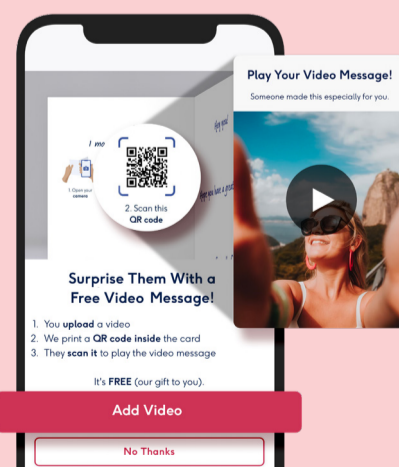
2023

Moonpig introduced digital gifting in greeting cards

Moonpig launched its subscription membership service, Moonpig Plus

Moonpig and Greetz launched innovative new card features, including:

- Video and audio messages
- Expanded library of "sticker" images and enhanced photo options
- Group cards
- 'Smart text' AI functionality to help customers create personalised messages



2024

- Greetz launched its membership subscription service, Greetz Plus
- Moonpig introduced same-day digital gifting with an e-card
- Moonpig launched a physical gift range in Australia and retail gift cards in the US

