

Moonpig Group

Quality continues to shine through

All businesses struggle with market headwinds, but quality businesses can thrive in little more than stable market conditions. Current macroeconomic conditions may not be that supportive for Moonpig, but the group continues to generate growth (and cash) despite muted consumer confidence, as was shown in its recent H126 results.

Financials

Moonpig's H126 revenues grew 6.7%, with active customers at 12.1m (H124: 11.7m) and the gift attach rate at 17.8% (H125: 17.3%). The Moonpig brand grew 9.4% with increases in both orders and average order value. Greetz revenues rose 1.3% y-o-y, exiting the period with low-to-mid single-digit growth, but Experiences revenue fell 8.9% y-o-y (all figures in constant currency). Recent trading at Experiences is described as 'encouraging'. A repositioning project includes new commercial leadership, improved online user experience and the roll-out of new partners. Adjusted EBITDA margin grew to 26.7% and adjusted EPS grew 13.1%, driven by growth in trading, operating leverage and the impact of share buybacks. H126 free cash flow was £8.6m (H125: £10.1m) despite an additional £4.6m being spent on tax, capex and working capital. Net debt increased, as is normal in H1, to £124.3m (H125: £96.0m). An H126 proposed dividend of 1.25p/share was up 25.0% y-o-y. The outlook is solid. Trading in H226 to date is described as 'in line with our expectations'. Momentum at Moonpig and Greetz is 'positive', while H2 trading at Experiences is 'improved'. Management's full year expectations remain unchanged.

Strategy

Management continues to build resilience into the Moonpig group through high customer loyalty, a reminder engine that issued 107m messages in H126 (H125: 96m) and a subscriptions model with 1.02m members (October 2024: 0.75m), which typically sees card purchases from new subscribers rise c 25%. This resilient business model throws off cash, which is re-invested in maintaining a leading market position, suggesting further growth for many years to come.

Valuation

Traditional trading multiples are in danger of obscuring from investors the fundamental value in Moonpig's cash-generative, asset-light model. Such value can take time to be reflected in prices, but share repurchases (£30m in H126 with intention to repurchase up to £60m during FY26) might speed the process along in coming months.

Consensus estimates								
Year end	Revenue (£m)	EBITDA (£m)	PBT (£m)	EPS (p)	DPS (p)	EV/EBITDA (x)	P/E (x)	Yield (%)
4/24	341.1	95.5	58.2	12.70	0.00	8.4	16.9	N/A
4/25	350.1	96.8	67.5	15.00	3.00	8.3	14.3	1.4
4/26e	374.3	101.8	70.3	16.20	3.70	7.9	13.2	1.7
4/27e	403.1	109.5	76.4	18.90	4.50	7.3	11.3	2.1

Source: Moonpig. Note: EBITDA, PBT and EPS stated after adjustment for amortisation of acquired goodwill and extraordinary items.

Retail
9 December 2025

Price 214.00p
Market cap £676m

Share price performance



Share details

Code	MOON
Listing	LSE
Shares in issue	315.4m
Net cash/(debt) at 30 October 2025	£(124.3)m

Business description

Moonpig Group is a UK-based company providing online greeting cards, gifts and experiences. It trades as Moonpig, Red Letter Days and Buyagift in the UK and as Greetz in the Netherlands.

Bull points

- Strong cash generation and return on capital.
- Dominant position in online cards market, especially in the UK and the Netherlands.
- Modest share of total cards market, suggesting growth opportunities.

Bear points

- Current difficult conditions in the experiences market.
- Slow/gradual adoption of disruptive business model by consumers.
- Low prices offered by more volume-sensitive competitors.

Analysts

Dan Ridsdale	+44 (0)20 3077 5700
Ross Jobber	+44 (0)20 3077 5700

consumer@edisongroup.com
[Edison profile page](#)

EDISON QUICKVIEWS ARE NORMALLY ONE-OFF PUBLICATIONS WITH NO COMMITMENT TO WRITING ANY FOLLOW UP. QUICKVIEW NOTES USE CONSENSUS EARNINGS ESTIMATES.

General disclaimer and copyright

This report has been prepared and issued by Edison. Edison Investment Research standard fees are £60,000 pa for the production and broad dissemination of a detailed note (Outlook) following by regular (typically quarterly) update notes. Fees are paid upfront in cash without recourse. Edison may seek additional fees for the provision of roadshows and related IR services for the client but does not get remunerated for any investment banking services. We never take payment in stock, options or warrants for any of our services.

Accuracy of content: All information used in the publication of this report has been compiled from publicly available sources that are believed to be reliable, however we do not guarantee the accuracy or completeness of this report and have not sought for this information to be independently verified. Opinions contained in this report represent those of the research department of Edison at the time of publication. Forward-looking information or statements in this report contain information that is based on assumptions, forecasts of future results, estimates of amounts not yet determinable, and therefore involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of their subject matter to be materially different from current expectations.

Exclusion of Liability: To the fullest extent allowed by law, Edison shall not be liable for any direct, indirect or consequential losses, loss of profits, damages, costs or expenses incurred or suffered by you arising out or in connection with the access to, use of or reliance on any information contained on this note.

No personalised advice: The information that we provide should not be construed in any manner whatsoever as, personalised advice. Also, the information provided by us should not be construed by any subscriber or prospective subscriber as Edison's solicitation to effect, or attempt to effect, any transaction in a security. The securities described in the report may not be eligible for sale in all jurisdictions or to certain categories of investors.

Investment in securities mentioned: Edison has a restrictive policy relating to personal dealing and conflicts of interest. Edison Group does not conduct any investment business and, accordingly, does not itself hold any positions in the securities mentioned in this report. However, the respective directors, officers, employees and contractors of Edison may have a position in any or related securities mentioned in this report, subject to Edison's policies on personal dealing and conflicts of interest.

Copyright 2025 Edison Investment Research Limited (Edison).

Australia

Edison Investment Research Pty Ltd (Edison AU) is the Australian subsidiary of Edison. Edison AU is a Corporate Authorised Representative (1252501) of Crown Wealth Group Pty Ltd who holds an Australian Financial Services Licence (Number: 494274). This research is issued in Australia by Edison AU and any access to it, is intended only for "wholesale clients" within the meaning of the Corporations Act 2001 of Australia. Any advice given by Edison AU is general advice only and does not take into account your personal circumstances, needs or objectives. You should, before acting on this advice, consider the appropriateness of the advice, having regard to your objectives, financial situation and needs. If our advice relates to the acquisition, or possible acquisition, of a particular financial product you should read any relevant Product Disclosure Statement or like instrument.

New Zealand

The research in this document is intended for New Zealand resident professional financial advisers or brokers (for use in their roles as financial advisers or brokers) and habitual investors who are "wholesale clients" for the purpose of the Financial Advisers Act 2008 (FAA) (as described in sections 5(c) (1)(a), (b) and (c) of the FAA). This is not a solicitation or inducement to buy, sell, subscribe, or underwrite any securities mentioned or in the topic of this document. For the purpose of the FAA, the content of this report is of a general nature, is intended as a source of general information only and is not intended to constitute a recommendation or opinion in relation to acquiring or disposing (including refraining from acquiring or disposing) of securities. The distribution of this document is not a "personalised service" and, to the extent that it contains any financial advice, is intended only as a "class service" provided by Edison within the meaning of the FAA (i.e. without taking into account the particular financial situation or goals of any person). As such, it should not be relied upon in making an investment decision.

United Kingdom

This document is prepared and provided by Edison for information purposes only and should not be construed as an offer or solicitation for investment in any securities mentioned or in the topic of this document. A marketing communication under FCA Rules, this document has not been prepared in accordance with the legal requirements designed to promote the independence of investment research and is not subject to any prohibition on dealing ahead of the dissemination of investment research.

This Communication is being distributed in the United Kingdom and is directed only at (i) persons having professional experience in matters relating to investments, i.e. investment professionals within the meaning of Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the "FPO") (ii) high net-worth companies, unincorporated associations or other bodies within the meaning of Article 49 of the FPO and (iii) persons to whom it is otherwise lawful to distribute it. The investment or investment activity to which this document relates is available only to such persons. It is not intended that this document be distributed or passed on, directly or indirectly, to any other class of persons and in any event and under no circumstances should persons of any other description rely on or act upon the contents of this document.

This Communication is being supplied to you solely for your information and may not be reproduced by, further distributed to or published in whole or in part by, any other person.

United States

Edison relies upon the "publishers' exclusion" from the definition of investment adviser under Section 202(a)(11) of the Investment Advisers Act of 1940 and corresponding state securities laws. This report is a bona fide publication of general and regular circulation offering impersonal investment-related advice, not tailored to a specific investment portfolio or the needs of current and/or prospective subscribers. As such, Edison does not offer or provide personal advice and the research provided is for informational purposes only. No mention of a particular security in this report constitutes a recommendation to buy, sell or hold that or any security, or that any particular security, portfolio of securities, transaction or investment strategy is suitable for any specific person.
