

PhotoBox Group Appoints eBay's Jody Ford as Group CEO

London, 18 May 2016 – PhotoBox Group ("the Group"), Europe's leading digital consumer service for personalised products and gifts, with flagship brands PhotoBox, Moonpig, Hofmann and posterXXL, announces the appointment of Jody Ford as Chief Executive Officer, starting July 19, 2016. Jody will succeed Stan Laurent, who decided to stand down after 10 very successful years at the helm.

Jody joins to consolidate the Group's foothold in the personalisation market, enter new territories and broaden its innovative product offering, in particular for mobile platforms. Jody brings to PhotoBox Group over 10 years of senior leadership experience at eBay where, most recently, he led Global Growth at eBay Marketplaces. In this role, he delivered multiple billion dollar increases in sales for eBay through the transformation of marketing and data platforms and a focus on merchandising and personalisation across mobile, web and email channels. Based in California, Jody led a team of over 400 people located throughout the US, Europe and Asia and managed a budget of over \$500 million.

During his time at eBay, Jody also led the development and implementation of the company's worldwide mobile business strategy, building digital consumer facing propositions in the EU and US markets. He was in charge of a number of eBay's European businesses including Fashion and Motors, which he reaccelerated to double digit growth through a focus on product experience improvements, merchandising and marketing. Prior to eBay Jody worked extensively across Europe at a variety of technology and mobile companies in his time at Orange and as a consultant at McKinsey.

Doug McCallum, Chairman of PhotoBox Group, said:

"I am delighted to welcome Jody to the PhotoBox Group. I am very excited to be working closely with him as he leads this next chapter for our family of brands. Jody brings with him a wealth of market leading knowledge and expertise from his time at eBay, not least launching the hugely successful international multi-platform personalisation offering. His leadership credentials, coupled with his passion, global outlook and genuine appreciation for the PhotoBox culture we know and love, make him a great fit to lead us forward.

"I would also like to thank Stan for his 10 years of stewardship as CEO. During this time he has led the Group through four significant acquisitions and record growth to create a market leading and profitable global business. The team and I wish him every success for the future."

Speaking about his appointment as CEO of PhotoBox Group, Jody Ford commented:

"I am very pleased to take the helm at PhotoBox, a hugely innovative and ambitious business. One of my main aims will be finding new ways to keep delighting our customers every day as they celebrate special moments and make new memories.

"The Group has big potential and I am looking forward to working with the fantastic team that has brought the Group to the strong position in which I find it. Together, I am confident



we can enhance and evolve our products and offering even further as we strive to make the next ten years even more exciting than the last."

Aged 41, Jody is married with three children.

Currently in California, Jody will move to the UK when joining the Group.

Link to Stan departure release, April 19, 2016: http://group.photobox.com/press-news/stan-laurent-to-step-down-as-ceo-of-photobox-group/

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For further information please contact: FTI Consulting, LLP

+44 (0) 20 3727 1000

Ollie Pratt / Nicola Krafft / Harry Staight

About PhotoBox Group

The PhotoBox Group is Europe's leading digital consumer service for personalised products and gifts and parent of the PhotoBox, Moonpig, Sticky9, Hofmann and posterXXL brands. From photobooks and unique artwork to the very latest personalised apparel, gifts and greeting cards, the Group's products enable customers across over 20 countries to share memories, celebrate great moments and inject personal expression into their everyday lives. The Group has 1,000 employees across Europe and generated turnover of £215.3m in the fiscal year ending April 2015. Exponent Private Equity acquired PhotoBox Group in January 2016, with co-investment from Electra Partners.

For more information about the Group, please visit group.photobox.com.