

PhotoBox Group results for 12 months ended 30 April 2016

Group revenues up 34% year-on-year, supported by increasing customer migration to mobile
Moonpig active customer base breaks through the 5 million mark
Consumers increasingly shifting from 'big day' to 'everyday' gifting

London/Munich/Paris – 28 November 2016 – PhotoBox Holdco Limited (the Photobox “Group”), Europe’s largest digital personalised products and gifts company and parent of the Photobox, Moonpig, Sticky9, Hofmann and posterXXL brands, is pleased to announce a further year of double-digit revenue and earnings growth.

This strong financial performance for the twelve months ended 30 April 2016, was driven by continued loyalty from our existing customers and the ongoing attraction and engagement of new customers, keen to experiment with personalised gifting for the first time. These dynamics, supported by the increasing ease and availability of our mobile platform and the continued expansion of our product categories, have resulted in higher average order values across each of our key brands.

Commenting on the results Jody Ford, Group Chief Executive Officer, said:

“With 34% year on year growth, this has been a stellar year for Photobox Group and I couldn’t be more excited to have come on board.

“We increasingly live out our lives in photos - with the average mobile user snapping, sharing and saving several thousand of them every year. Many of those mean something special to the people behind and in front of the lens and in the last year alone we’ve helped bring half a billion photos to life for our customers.

We are the clear European leader in this market and intend to invest heavily in the next few years to make the experience even easier for our customers, continuously working on being more mobile, more relevant and more imaginative in the products we offer.

In the meantime, with Christmas around the corner, our range of gifts, photobooks, flowers, canvasses, cards, prints and much more, combined with late order times and next day delivery will ensure our customers enjoy a truly memorable shopping experience.”

Results headlines

Double-digit revenue growth

- 34% year-on-year Group revenue growth, on a reported basis, up from 23% in FY14/15
- PhotoBox revenue up 10% year-on-year, driven by customer growth in core markets
- Moonpig revenue up 17% year-on-year, with over 50% of sales now taking place on mobile

Increasing customer loyalty and reach

- 72% of sales from repeat customers
- International (outside UK) accounted for more than 50% of Group sales, supported by recent acquisitions.

Strong profit growth

- Underlying EBITDA up 60%, driven by posterXXL acquisition and full-year Hofmann contribution

Key numbers

Figures are on a reported basis and include the figures for posterXXL from 31 July 2015 to 30 April 2016.

	12 months ended 30 April 2016	12 months ended 30 April 2015	YoY Growth
Revenue (£m)	288.5	215.3	+34.0%
Underlying EBITDA[1] (£m)	45.9	28.6	+60.1%

Performance review

Group revenue hit an all-time high of £288.5m in the twelve month period to 30 April 2016. Each of our brands has contributed to this growth, as our focus on improving the shopping experience – including offering more interactive functionality, new products and faster delivery – has helped us to retain customers and win the trust of new ones.

Moonpig breaks through the 5 million mark

Moonpig has had a phenomenal year, reaching a landmark 5 million active customers last month. Beyond the 12 million cards we send annually, we continue to offer other exciting

products to delight customers across the year. In the run up to Valentine’s Day we were the number one online destination for flowers, selling a million rose stems, and last month launched our first jewellery range. Our focus has also centred on improving our customer experience, including the launch of the Moonpig Rewards loyalty programme. Our mobile platform is more popular than ever, with 50% of Moonpig’s sales now originating on mobile.

Photo businesses sell over 4 million photobooks as they set the standard across Europe

The Group’s photo businesses are performing better than ever, with photobooks in particular flying off the shelves, reaching well over 4 million in the last year alone through our **PhotoBox**, **Hofmann** and **posterXXL** brands. The combined photo businesses also recently hit the 5 million active customer mark for the preceding twelve months and are the leading players in the UK, France and Spain (with the acquisition of Hofmann in 2014) and the lead challenger in the German market through the posterXXL acquisition in 2015.

Looking ahead

The Group enters FY16/17 with good momentum – on the back of strong growth in its key markets and across its portfolio of brands, growing customer numbers (both new and more loyal existing), improved technology, and more product categories than ever before. We are committed to investing more in order to create even better customer experiences.

To help steer our Group toward this opportunity, Jody Ford joined as Group CEO in May. Jody brings with him a wealth of experience, fresh thinking and an ambition to further tap into those 27 million[2] people who personalise a product every year in the UK as well as those worldwide.

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PhotoBox Group

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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 22 countries to share memories, celebrate great moments and inject personal expression into their everyday lives. The Group has 8 physical locations in 4 countries across Europe and generated turnover of £288.5m in the fiscal year ending 30 April 2016.

For more information about us, please visit group.photobox.com.

Ends

[1] Underlying EBITDA is defined as earnings before net finance costs, taxation, depreciation and amortisation, excluding exceptional and non-recurring items, share option expense and foreign exchange gains/(losses)

[2] YouGov 'It's personal' research commissioned by Photobox, September 2015