

## Moonpig plc - Annual General Meeting 2021 - Form of Proxy

You may appoint a proxy at [www.signalshares.com](http://www.signalshares.com) instead of using this form.

Name of Shareholder:

Address:

Post Code:

Country:

Details of how to appoint a proxy...

For guidance on how to complete this Form of Proxy please refer to the notes on the completion of the form of proxy below.

I/We being (a) member/members hereby appoint the Chairman of the meeting/the following person:

Name of proxy (if not the Chairman of the meeting):

Number of ordinary shares appointed over:  
(if less than your full voting entitlement)

as my/our proxy, to attend, speak and vote on my/our behalf at the Meeting of the Company and at any adjournment thereof. Please indicate below how you would like your proxy to vote on your behalf on the resolutions.

Please put an 'X' in the box opposite if this proxy appointment is one of multiple appointments being made:

☐

| <u>Resolutions:</u>  | For                      | Against                  | Withheld                 |
|--|--------------------------|--------------------------|--------------------------|
| 1 Annual Report and Financial Statements   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Directors' Remuneration Report   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Directors' Remuneration Policy   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 To elect Kate Swann as a Director  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 To elect Nickyl Raithatha as a Director  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 To elect Andy MacKinnon as a Director  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 To elect David Keens as a Director   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 To elect Susan Hooper as a Director  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 To elect Niall Wass as a Director  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 To elect Simon Davidson as a Director   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 Auditors of the Company   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 Remuneration of the Company's Auditors  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 Directors' authority to allot shares  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 Authority to disapply pre-emption rights  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 Additional authority to disapply pre-emption rights for purposes of acquisitions or capital investments | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

16 Authority to purchase own shares

|                      |                      |                      |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|----------------------|

17 Notice of general meetings

|                      |                      |                      |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|----------------------|

18 Political donations

|                      |                      |                      |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|----------------------|

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please send this Form of Proxy to FREEPOST PXS 1, Central Square, 29 Wellington Street, Leeds LS1 4DL. Shareholders outside the United Kingdom should send this Form of Proxy to Link Group, PXS 1, Central Square, 29 Wellington Street, Leeds LS1 4DL, United Kingdom.

## **NOTES ON THE COMPLETION OF THE FORM OF PROXY**

1. As a member of the Company you are entitled to appoint a proxy or proxies to exercise all or any of your rights to attend, speak and vote at a general meeting of the Company. You can only appoint a proxy using the procedures set out in these notes. If the proxy is being appointed in relation to part of your holding only, please enter in the box next to the proxy's name the number of shares in relation to which they are authorised to act as your proxy. If this box is left blank they will be authorised in respect of your full voting entitlement. This form of proxy confers authority to demand or join in demanding a poll.
2. Appointment of a proxy does not preclude you from attending the meeting and voting in person. If you have appointed a proxy and attend the meeting in person and vote, your proxy appointment will automatically be terminated.
3. A proxy does not need to be a member of the Company but must attend the meeting to represent you. If you wish to appoint a proxy other than the Chair of the meeting please insert their full name in the box. If you leave this space blank, the chair of the meeting will be appointed your proxy. If you wish your proxy to make any comments on your behalf, you will need to appoint someone other than the chair and give them the relevant instructions directly.
4. You may appoint more than one proxy provided each proxy is appointed to exercise rights attached to different shares. You may not appoint more than one proxy to exercise rights attached to any one share. To appoint more than one proxy, additional proxy forms may be obtained by contacting the Company's registrar, Link, or you may copy this form. If you are appointing more than one proxy, please indicate in the box next to the proxy holder's name the number of shares in relation to which they are authorised to act as your proxy and indicate by ticking the relevant box that the proxy appointment is one of multiple appointments being made. Multiple proxy appointments should be returned together in the same envelope.
5. In the case of joint holders, where more than one of the joint holders purports to appoint a proxy, only the appointment submitted by the most senior holder will be accepted. Seniority is determined by the order in which the names of the joint holders appear in the Company's register of members in respect of the joint holding (the first-named being the most senior).
6. To direct your proxy how to vote on the resolutions mark the appropriate box with an 'X'. To abstain from voting on a resolution, select the relevant "Vote withheld" box. A vote withheld is not a vote in law, which means that the vote will not be counted in the calculation of votes for or against the resolution. If no voting indication is given, your proxy will vote or abstain from voting at his or her discretion. Your proxy will vote (or abstain from voting) as he or she thinks fit in relation to any other matter which is put before the meeting, including a motion to adjourn.
7. To appoint a proxy using this form, the form must be:
  - Completed and signed;
  - Sent or delivered to Link Group at FREEPOST PXS 1, Central Square, 29 Wellington Street, Leeds LS1 4DL; and
  - Received by Link Group no later than 24 September at 10:00am.

If you are posting your proxy form within the UK, we encourage you to post early and please allow at least three working days for delivery. Please allow extra time for posting if posting from overseas. We encourage you to appoint your proxy online.

- 8.** In the case of a member which is a company, this proxy form must be executed under its common seal or signed on its behalf by an officer of the company or an attorney for the company. Any power of attorney or any other authority under which this proxy form is signed (or a duly certified copy of such power or authority) must be included with the proxy form.
- 9.** As an alternative to completing this hard-copy proxy form, you can appoint a proxy electronically by accessing [www.signalshares.com](http://www.signalshares.com). For an electronic proxy appointment to be valid, your appointment must be received by Link Group no later than 24 September at 10.00am.
- 10.** CREST members who wish to appoint a proxy, or proxies, by using the CREST electronic appointment service may do so by using the procedures described in the CREST Manual. Please see the notes to the Notice of Meeting for further information on proxy appointment through CREST, accessible via the Company's website at [www.moonpig.group/investors](http://www.moonpig.group/investors)
- 11.** If you submit more than one valid proxy appointment, the appointment received last before the latest time for the receipt of proxies will take precedence.
- 12.** You may not use any electronic address provided in this proxy form to communicate with the Company for any purposes other than those expressly stated.