Moonpig Group

CEO leaves group in strong position

Despite signs of a turnaround at Greetz and hopes of stability in the Experiences business, it is the core UK Moonpig brand that continues to drive the group. Here, total orders and gift attach rates continued to rise in FY25, boosting its margins and generating the cash flow necessary to invest in all three brands. CEO Nickyl Raithatha has announced his departure in the next 12 months, leaving the group in a strong financial and operational position

CEO announces departure

After seven years with the group (including the group's IPO in February 2021), Raithatha has announced his departure. His notice period is 12 months and the board has begun the search for a successor.

Financials slightly ahead of guidance

FY25 adjusted EBITDA was £96.8m (consensus £95.2m), with adjusted PBT of £67.5m (£63.7m), adjusted EPS of 15.0p (14.0p) and a final dividend of 2.0p per share (3.0p for the year) was proposed. FY26 guidance stated that group adjusted EBITDA is expected to grow at a mid-single-digit percentage (consensus 5.3%) and growth in adjusted EPS to be 8–12% (consensus 5.3%). In the medium term, management continues to target double-digit revenue growth, an adjusted EBITDA margin of 25–27% and mid-teens growth in adjusted EPS. Most encouraging was the growth in the Moonpig brand outside the UK, with the US, Australia and Ireland (3% of FY25 sales) growing at a combined 36.1% y-o-y. Net debt of £96m (down from £125.1m at 30 April 2024) represented net debt to adjusted EBITDA of 0.99x (FY24: 1.31x).

Valuation

Rapid deleveraging between October 2022 and October 2024 (when net debt fell from £209m to £120m), the initiation of a dividend at the last interim results and £85m in share buybacks attest to the underlying cash generation of Moonpig's business model. Furthermore, the asset base used to generate these returns is carefully managed (with excess capital returned to shareholders), leading to an annualised future return on capital (including goodwill, based on consensus) of 43% versus a real cost of capital of around 4.8% (source: Quest). Based on these returns, the current levels of shareholder value creation are clear.

Consensus estimates

Year end	Revenue (£m)	Adj. 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	9.4	19.2	N/A
4/25	350.1	96.8	67.5	15.00	3.00	9.3	16.2	1.2
4/26e	379.5	101.9	68.7	15.80	4.00	8.8	15.4	1.6
4/27e	412.5	111.1	77.7	19.00	4.90	8.1	12.8	2.0

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

Retail

26 June 2025

Price	243.50p
Market cap	£804m

Share price performance



Share details

Code	MOON
Listing	LSE
Shares in issue	330.3m
Net cash/(debt) at 30 April 2025	£(96.0)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

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London | New York | Frankfurt
20 Red Lion Street
London, WC1R 4PS
United Kingdom