

20 May 2026

4imprint Group plc
AGM Trading Update and Notice of Results

4imprint Group plc, (the "Group"), the leading direct marketer of promotional products, today holds its Annual General Meeting at which Paul Forman, Chairman, will make the following remarks:

"Trading results for the first four months of the year are in line with the Board's expectations. This reflects solid operational and financial performance, with Group revenue consistent with the same period in 2025. Order intake was down approximately 2% over the period, with existing customer orders flat and a moderated decline in new customer orders down approximately 7%. Year-over-year order trends improved as the period progressed. Through April, average order value was up approximately 2% primarily due to carefully considered price adjustments.

The anticipated tariff-related supplier cost increases received in early 2026 have been manageable, resulting in slightly lower gross margins through the first four months compared to full year 2025. The marketing mix continues to provide the flexibility necessary to effectively adapt to market conditions.

The Board remains confident in the Group's prospects and ability to manage the business to deliver solid results in the near-term and best position us for growth as conditions improve."

The Group also confirms that it will announce its half-year results for the 26 weeks ending 27 June 2026 on Wednesday, 5 August 2026.

For further information, please contact:

4imprint Group plc

MHP Communications

Tel. + 44 (0) 20 3709 9680

Tel. +44 (0) 7884 494112

Kevin Lyons-Tarr, Chief Executive Officer

Katie Hunt

Michelle Brukwicki, Chief Financial Officer

Eleni Menikou

Steve Bindas, Director of Investor Relations