

22 May 2024

**4imprint Group plc
AGM Trading Update and Notice of Results**

Solid start to 2024; Board's expectations for the year unchanged

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

"The Group has delivered a solid operational and financial performance in the early part of 2024. Market conditions remain challenging, but we continue to outperform the overall promotional products industry, leading to further gains in market share.

Group revenue in the first four months of 2024 was up 6% over the same period in 2023, underpinned by increases in order intake (+4%) and average order values (+2%). Gross margins have remained strong, and the reshaped marketing mix has demonstrated the efficiency and flexibility that we expected. As a result of these factors, the Board expects a financial performance for the year within the current range of analysts' forecasts.

The Board remains confident in the Group's ability to blend good near-term financial results with attractive prospects for significant further organic growth over the medium term."

The Group also confirms that it will announce its half year results for the 26 weeks ending 29 June 2024 on Wednesday, 7 August 2024.

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