

4imprint Group plc
Trading Update and Notice of Final Results

4imprint Group plc (the "Group"), the leading international direct marketer of promotional products, today provides a trading update for the year ended 27 December 2025.

The Group has delivered a resilient operational and financial performance in 2025 amidst a volatile macroeconomic environment.

Unaudited Group revenue for 2025 is anticipated to be \$1.35bn (2024: \$1.37bn) and unaudited profit before tax is expected to be not less than \$149m (2024: \$154m). Both revenue and profit before tax are above the upper end of the current range of analysts' forecasts.

The Group made solid operational progress in 2025, despite a challenging market backdrop. Total order count was down 3%, whilst average order value for the year was up 1% compared to 2024. New customer order count was 12% below prior year in 2025. Existing customer order count was flat for the year, reflecting strong and consistent retention rates.

Gross profit margin remained strong at around 32% for the full year. The marketing mix provided the flexibility we anticipated, and as a result, a double-digit operating profit margin has been maintained for the full year 2025.

The Group remains highly cash-generative. Unaudited cash and bank deposits at the 2025 year-end were \$133m (2024: \$148m); the Group is well-funded entering 2026.

The Board is very confident that the Group will continue to effectively navigate market conditions, delivering solid financial results while positioning the business to take advantage of opportunities that will present themselves as economic and market conditions improve.

Notice of final results

4imprint will announce its final results for the year ended 27 December 2025 on Wednesday, 11 March 2026. Management will host a webcast for analysts and investors on that day. To register, please contact MHP at 4imprint@mhpgroup.com.

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