

21 May 2025

**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 Moody, Chairman, will make the following remarks:

"The Group has delivered a resilient operational and financial performance in the early part of 2025 against the backdrop of volatile macro-economic conditions. Group revenue for the first four months of 2025 was in line with the same period in 2024. Order intake has continued to run approximately 2% below prior year while average order values were even with prior year. Gross margins have remained strong in the period, and the marketing mix has provided the flexibility and efficiency we anticipated.

Although the recently announced temporary reduction of tariffs on US imports from China moderates their impact in the near term, we expect an element of supply chain disruption and higher product costs during the second half of the year. In addition, any impact the situation surrounding tariff policy may have on the broader macro-economic backdrop is difficult to predict. However, as demonstrated in previous periods of uncertainty and supply chain disruption, the Group's strategy, including a strong balance sheet, gives the business a competitive advantage. The Board remains confident in the Group's ability to navigate the current uncertain environment, delivering the best possible near-term financial results while positioning the business to take advantage of opportunities that will present themselves as certainty returns."

The Group also confirms that it will announce its half-year results for the 26 weeks ending 28 June 2025 on Wednesday, 6 August 2025.

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