

1 August 2023

**4imprint Group plc (“4imprint” or the “Group”)
Update on Current Trading**

THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION

Ahead of the announcement of its 2023 Interim results on 9 August 2023, 4imprint today provides an update on the Group’s trading, operations and financial performance.

The business has seen continued encouraging results at the demand level in the first half of 2023, with year-to-date total order intake up 18% over the same period in 2022. We expect to announce a strong first half performance in revenue, profitability and cash.

The Board’s expectation, based on the latest financial results and recent internal forecasts, is that full year 2023 Group revenue will now be slightly above \$1.3bn. Group profit before tax for the full year 2023 is expected to be materially above the current consensus of analysts’ forecasts, and not less than \$125m. This favourable profitability dynamic results principally from revenue growth combined with a strengthened gross margin percentage and strong returns on marketing investment.

The Board remains very confident in the Group’s strategy, business model and competitive position.

The person responsible for arranging the release of this announcement on behalf of 4imprint Group plc is David Seekings, its Chief Financial Officer.

For further information, please contact:

4imprint Group plc
Tel: + 44 (0) 20 3709 9680

MHP Group
Tel: +44 (0) 20 3128 8794

Kevin Lyons-Tarr, Chief Executive Officer

Katie Hunt

David Seekings, Chief Financial Officer