SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934
or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
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☐ Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

☐ Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person*
Keane Robert S

(Last) (First) (Middle)
CIMPRESS PLC, FIRST FLOOR BUILDING 3
FINNABAIR BUSINESS & TECHNOLOGY PARK

(Street)
DUNDALK, COUNTY LOUTH

(City) (State) (Zip)
IRELAND

(Country)

2. Issuer Name **and** Ticker or Trading Symbol
CIMPRESS plc [CMPR]
Foreign Trading Symbol

3. Date of Earliest Transaction (Month/Day/Year)
08/07/2026

4. If Amendment, Date of Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
☑ Director
☐ 10% Owner
☑ Officer (give title below)
☐ Other (specify below)
CEO, Chairman

6. Individual or Joint/Group Filing (Check Applicable Line)
☑ Form filed by One Reporting Person
☐ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Performance Share Units(1)	$0	08/07/2026		A		121,503		08/15/2026(2)	08/15/2029	Ordinary Shares	121,503	$0	121,503	D	
Performance Share Units(3)	$0	08/07/2026		A		3,115		08/15/2026(4)	08/15/2029	Ordinary Shares	3,115	$0	3,115	D	

Explanation of Responses:

1. Performance share unit (PSU) award granted on August 15, 2025 (for Mr. Keane's role as Chief Executive Officer of Cimpress plc) with performance conditions based on adjusted EBITDA and variable gross profit of Cimpress plc for the fiscal year ended June 30, 2026. On August 7, 2026, Cimpress' Compensation Committee determined the number of shares issuable pursuant to this PSU award based on the level of achievement against the performance conditions, with each PSU representing Cimpress' commitment to issue one ordinary share.

2. These PSUs vest over the following four-year period: 25% of the number of shares determined to be issuable vest on the Date Exercisable shown in Table II and 6.25% of such number of shares vest quarterly thereafter.

3. Performance share unit (PSU) award granted on August 15, 2025 (for Mr. Keane's role as a member of the Board of Directors of Cimpress plc) with performance conditions based on adjusted EBITDA and variable gross profit of Cimpress plc for the fiscal year ended June 30, 2026. On August 7, 2026, Cimpress' Compensation Committee determined the number of shares issuable pursuant to this PSU award based on the level of achievement against the performance conditions, with each PSU representing Cimpress' commitment to issue one ordinary share.

4. These PSUs vest over the following four-year period: 25% of the number of shares determined to be issuable vest on the Date Exercisable shown in Table II and 25% of such number of shares vest annually thereafter.

Remarks:

/s/ Sean E. Quinn, as attorney-in-fact for Robert S. Keane — 08/11/2026

** Signature of Reporting Person — Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, *see* Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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