

INVESTOR DAY 2020



AUGUST 5, 2020

AGENDA

- 1 Welcome and Introductions
- 2 Value Creation Before and After the Pandemic | Robert Keane
- 3 Capital Allocation | Sean Quinn
- 4 MCP and Technology Update | Maarten Wensveen
- 5 Panel Discussion: Managing Risk and Unknowns and Looking Ahead
- 6 Panel Discussion: The Role of Data in Value Creation
- 7 Panel Discussion: Innovation During and After the Pandemic
- 8 Q&A

CIMPRESS LEADERS



Kees Arends
CEO, PrintBrothers
Background: Previously CEO of Albumprinter, which was sold to Cimpres; returned to company in 2015; entrepreneur having built 5 companies in past 25 years
Education: Nijenrode Business School in Breukelen, The Netherlands



Robert Keane
Founder, Chairman and CEO
Background: Cimpres 25 years; prior experience GM of a small OEM electronics engineering company
Education: B.A. economics, Harvard College; M.B.A., INSEAD



Florian Baumgartner
President, International Business, Vistaprint
Background: 15 years in eCommerce at Amazon and McKinsey & Company
Education: Diplome Business Administration and Management, Ecole de Management de Lyon; M.B.A. and Ph.D., WHU Otto Beisheim Graduate School of Management



Peter Kelly
CEO, National Pen
Background: Cimpres December 2016; previously CEO of National Pen, CEO of National Pen's business in Europe; prior experience in textiles and legal
Education: Undergraduate and Master's Degree in law (B.C.L.; LL.M) and a Master's degree in corporate leadership (MSc.) from universities in Ireland and Scotland



Sean Quinn
EVP & Chief Financial Officer
Background: Cimpres 10 years increasing scope in finance roles; prior experience as a certified public accountant
Education: B.S. accounting, Saint Joseph's University



Ricky Engelberg
Chief Marketing Officer, Vistaprint
Background: 20 years in marketing, brand and customer experience at Nike and Converse
Education: B.A., Marketing, New Media, University of Georgia



Bryan Krank
CEO, BuildASign
Background: 15 years at Dell (last role: GM, Consumer & Small Business)
Education: B.S. accounting, Penn State; M.B.A., Kellogg School of Management, Northwestern University



Maarten Wensveen
EVP & Chief Technology Officer
Background: Various technology roles in Cimpres, Albumprinter; started first company at age 25
Education: Hugo Grotius College



Sebastian Klapdor
Chief Data Officer, Vistaprint
Background: 12 years at McKinsey & Company
Education: M.S.c., Finance and Information Management, The Hong Kong University of Science and Technology; Ph.D., Digital Marketing / Quantitative methods, Technische Universität München



Paolo Roatta
CEO, The Print Group, and CEO, Pixartprinting
Background: 20 years in the media industry at Bertelsmann Music Group Entertainment, tj.net, and Arkimedia; a mobile media start up he founded
Education: B.A. business/managerial economics, Sapienza Università di Roma; M.B.A. Harvard Business School



Emily Whittaker
President, North American Business, Vistaprint
Background: 11 years at Cimpres in customer experience, technology and organizational roles; 8 years consulting at Accenture and Palladium
Education: B.B.A. computer information systems, James Madison University



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PRESENTERS AND PANELISTS TODAY



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WHAT TO EXPECT FROM THIS VIRTUAL EVENT

- Our best effort to make the meeting engaging and informative
- Insights from leaders you have and haven't heard from before
- Video webinar participants can submit questions using the Q&A button in your zoom app; we will also cover a lot of ground on your pre-submitted questions during our three panel discussions
- The audio and slides from this event are also being streamed live on ir.cimpress.com
 - After the event, we will replace the audio stream with a video recording of the zoom webinar
 - We'll also post the transcript as we typically do
- We will take quick 3-5 minute breaks between each session
- Non-GAAP reconciliations for any non-GAAP financials we discuss are posted on ir.cimpress.com
- We will provide our thoughts on the future...



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SAFE HARBOR STATEMENT

The investor day presentations and accompanying commentary contain statements about our future expectations, plans, and prospects of our business that constitute forward-looking statements for purposes of the safe harbor provisions under the Private Securities Litigation Reform Act of 1995, including but not limited to our expectations for the growth and development of our businesses, revenues, cash flows, and competitive position during and after the pandemic, including our expectations for recovery; our expectations and the timeline for Vistaprint's technology platform; the anticipated benefits of our mass customization platform; our estimates and plans for costs, investments in our business, and capital allocation in fiscal year 2021; and our future cash and debt positions. Forward-looking projections and expectations are inherently uncertain, are based on assumptions and judgments by management, and may turn out to be wrong. Our actual results may differ materially from those indicated by these forward-looking statements as a result of various important factors, including but not limited to flaws in the assumptions and judgments upon which our forecasts and estimates are based; our failure to execute on our strategy; the development, duration, and severity of the COVID-19 pandemic; our failure to anticipate and react to the effects of the pandemic on our customers, supply chain, markets, team members, and business; our inability to make the investments that we plan to take or the failure of those investments to achieve the results we expect; loss or unavailability of key personnel; our failure to develop and deploy our mass customization platform or Vistaprint technology platform or the failure of either platform to drive the performance, efficiencies, and competitive advantage we expect; unanticipated changes in our markets, customers, or businesses; our failure to attract new customers and retain our current customers; our failure to manage the growth and complexity of our business; changes in the laws and regulations, or in the interpretation of laws and regulations, that affect our businesses; our ability to maintain compliance with our debt covenants and pay our debts when due; general economic conditions; and other factors described in our Form 10-K for the fiscal year ended June 30, 2019, Form 10-Q for the fiscal quarter ended March 31, 2020, and the other documents we periodically file with the U.S. Securities and Exchange Commission.



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VALUE CREATION BEFORE AND AFTER THE PANDEMIC

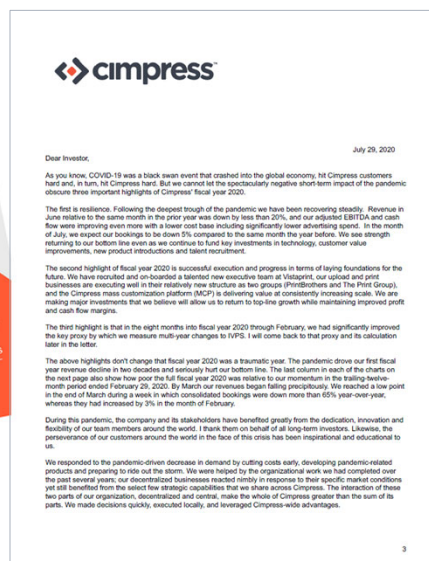
ROBERT KEANE, FOUNDER, CHAIRMAN AND CEO

SESSION AGENDA

- 1 State of Cimpress before the pandemic
- 2 Pandemic response and FY20 highlights by segment
- 3 Ability to win in FY21 and beyond

THEME OF THIS PRESENTATION

RESILIENCE, STRATEGIC AND OPERATIONAL FOUNDATIONS AND FINANCIAL EXECUTION IN FY2020



“We cannot let the spectacularly negative short-term impact of the pandemic obscure three important highlights of Cimpress' fiscal year 2020... **resilience... laying foundations for the future... and we significantly improved the key proxy [for] multi-year changes to IVPS.**”

VALUE CREATION THROUGH FOCUSED EXECUTION

Tarjetas de visita
Descubre distintos papeles y acabados para conseguir una tarjeta de visita tan única como tú.

¿Estás listo para empezar a crear tu tarjeta online?

Ver nuestras plantillas
Consulta nuestras opciones completamente

Lonas para colgar
Cant. 1
1 a partir de 7,40€ 5,18 € (IVA incl.)
Envío no incluido

Ver diseños **Subir diseño**

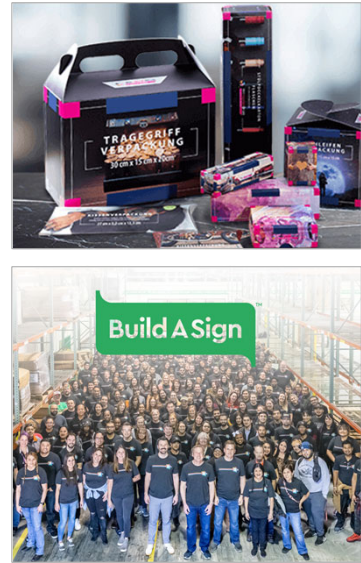
Tudo que você precisa para seu Delivery
Produtor e dicas para seu negócio ficar cada vez mais profissional!

Sacos de Papel **Cartões de Papel sem Dobras** **Flyer**

NATIONAL PEN
What would you like to get today?
Note to get your **NOTE**

SUNGLASSES
YOUR COMPANY'S LOGO WILL LOOK BRIGHT!

Unisex Partner Blue Light Blocking Clear Lens Sunglasses 100 → *12.20
Unisex Partner Blue Light Blocking Clear Lens Sunglasses 100 → *1.99
Unisex Queen Blue Light Blocking Clear Lens Sunglasses 100 → *15.54

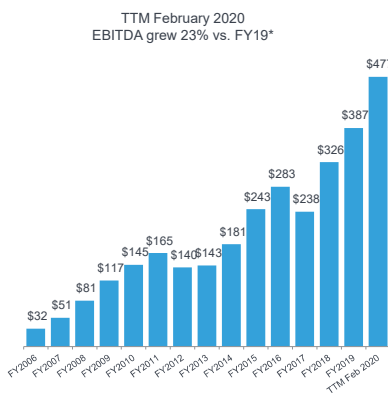


STRONG FINANCIAL RESULTS THROUGH FEBRUARY

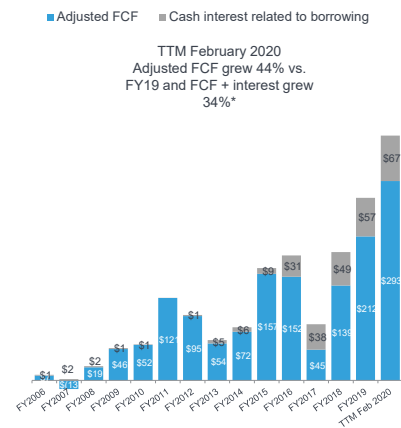
ANNUAL REVENUE (\$M)



ADJUSTED EBITDA (\$M)



FREE CASH FLOW & CASH INTEREST (\$M)



*Growth rates reflect BuildASign acquisition date of October 1, 2018

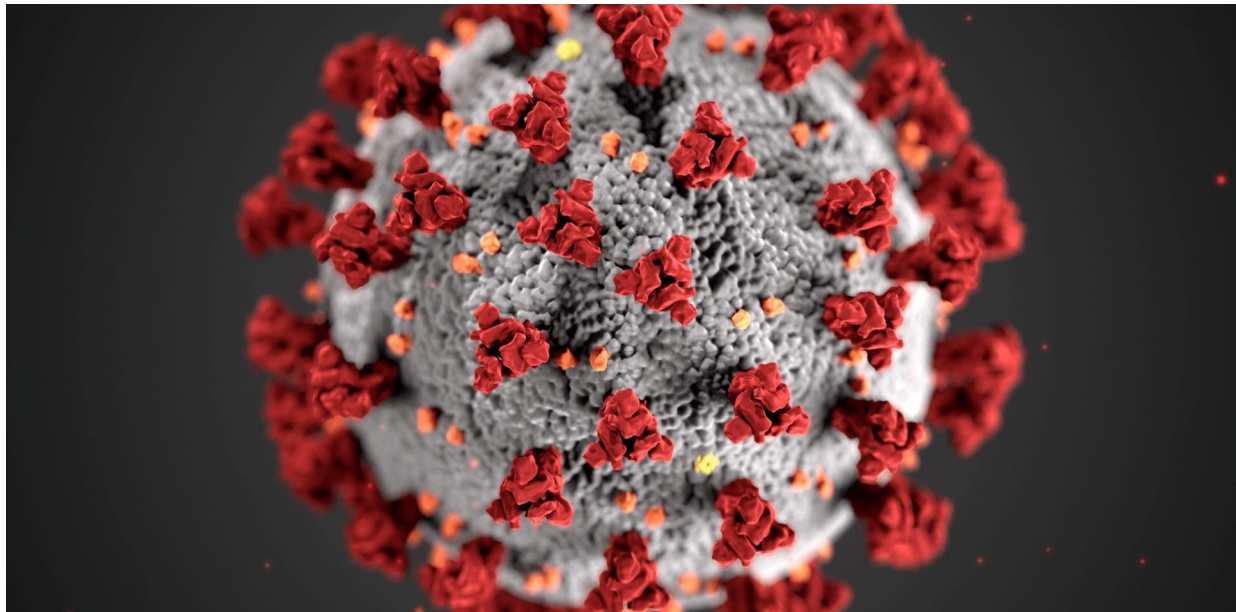
SIGNIFICANT IMPROVEMENT IN OUR ESTIMATE OF SSFC



In USD, millions



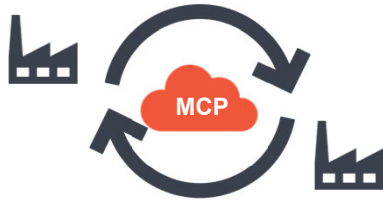
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PANDEMIC RESPONSE: DEFENSE

TEAM MEMBER SAFETY AND BUSINESS CONTINUITY



QUICK ACTION TO REDUCE COSTS

Significant reduction of fixed costs and reduction of variable costs in line with COVID-19 demand impact.

Ensure we save cash during a period of reduced demand.

Protecting most promising growth investments.

NEW CAPITAL STRUCTURE & CREDIT FACILITY AMENDMENT

CAPITAL STRUCTURE

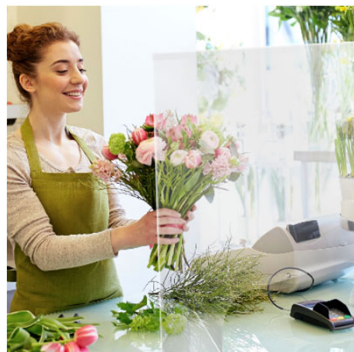
After changes: flexibility and sufficient access to liquidity for downside



↳ cimpres

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PANDEMIC RESPONSE: OFFENSE



This is not a mask.

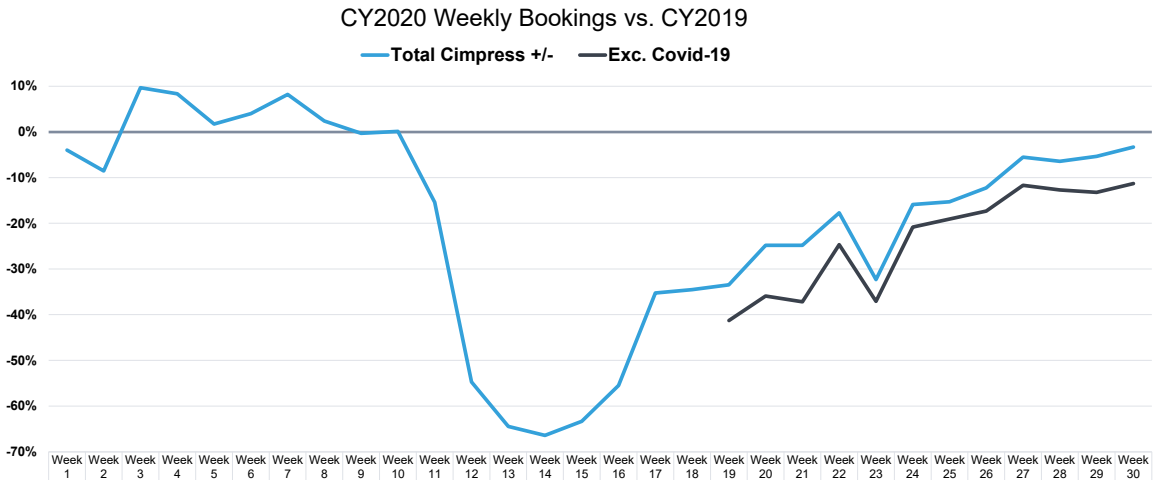


This is opportunity.

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PANDEMIC RESPONSE: OFFENSE

New products aiding our recovery, though majority of improvement is from sales of existing products



Bookings is an internal metric we use to understand customer demand. It differs from GAAP revenue due to orders not yet shipped, refunds and credits, and changes in currency rates compared to the U.S. dollar (see stated rates in non-GAAP reconciliations for Investor Day on ir.cimpres.com). Cimpres weekly bookings "Excluding Covid-19" exclude products newly introduced in Q4 FY2020 including face masks and face shields. It does not exclude previously existing Cimpres products used for pandemic response purposes such as wayfinding signs.

OUR STRATEGY

Decentralized structure with shared strategic capabilities enabled our nimble response

Cimpres invests in and builds customer-focused, entrepreneurial, mass customization businesses for the long term, which we manage in a decentralized, autonomous manner.

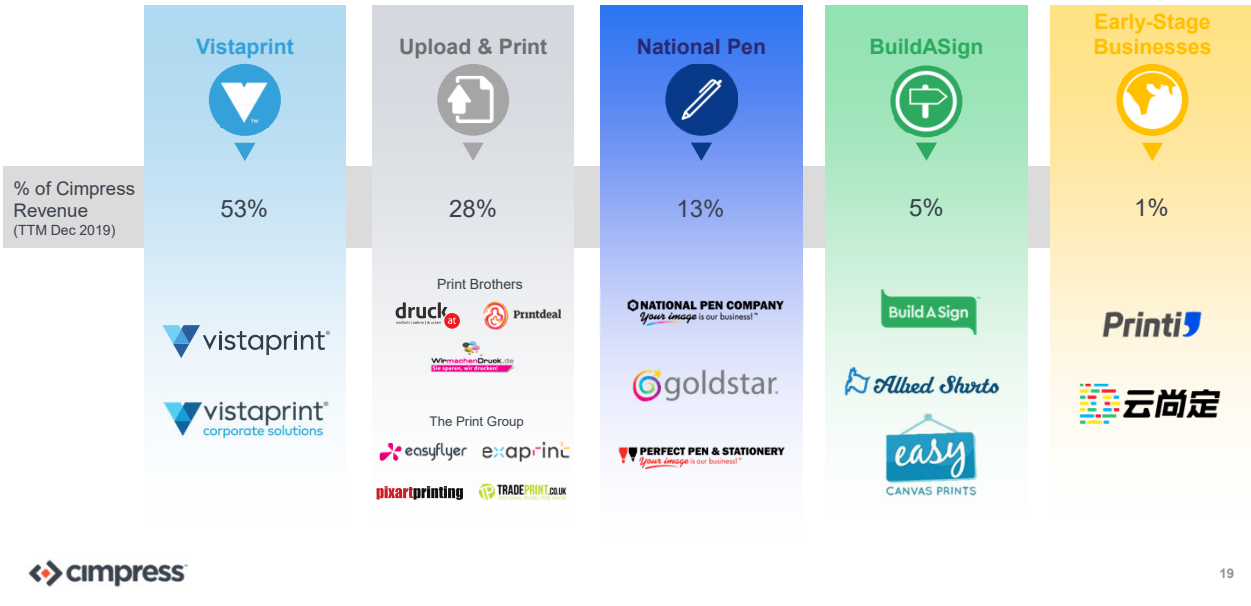
We drive competitive advantage across Cimpres by investing in a select few shared strategic capabilities that have the greatest potential to create company-wide value.

We limit all other central activities to only those which absolutely must be performed centrally.

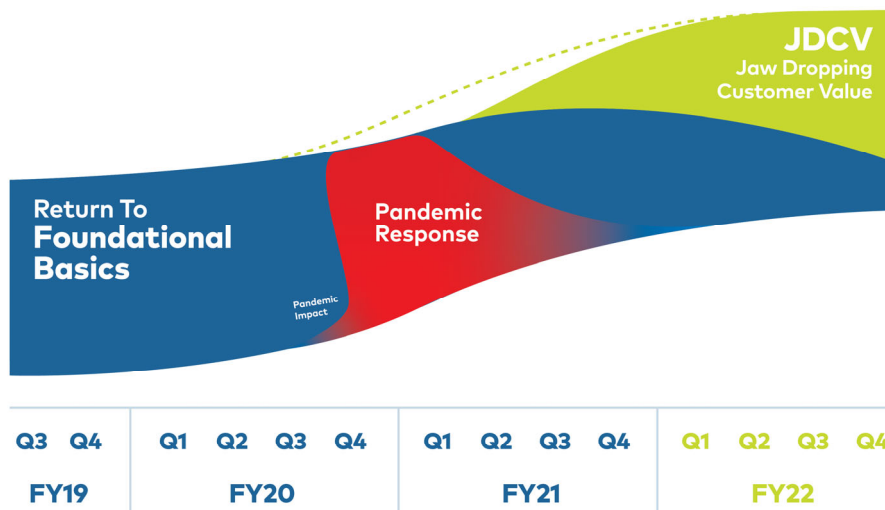


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OUR BUSINESSES



VISTAPRINT



VISTAPRINT FOUNDATIONAL BASICS

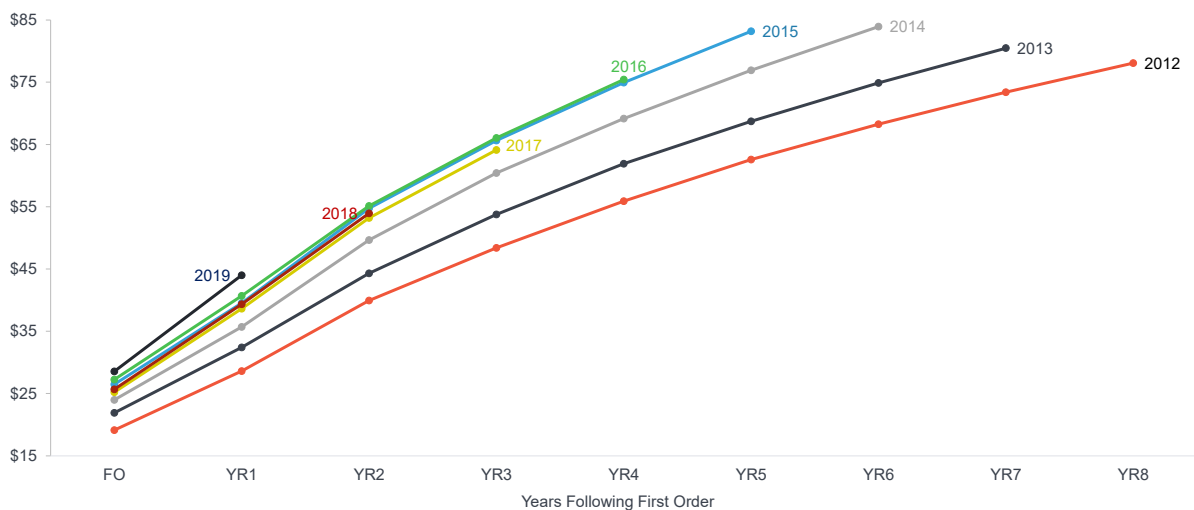
Customer obsessed
 Cost competitive
 Data driven
 Execution oriented
 Financially rigorous
 Magnetic to talent
 Technology supercharged



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VISTAPRINT CUMULATIVE GROSS PROFIT PER CUSTOMER BY CY COHORT

CY 2019 (& Feb. TTM) show a reversal of the stagnation & decline of cohort value from CY15 to CY18



Acquisition Cohorts: based on new customers acquired in each calendar year and their cumulative GP \$s of the cohort divided by the number of new customers following their first order. Does not include Digital, Webs, VCS, and Partner Revenue from Offers, Services, Products and Referrals. All amounts in USD translated at currency rates stated in the non-GAAP reconciliation for investor day at ir.cimpress.com.

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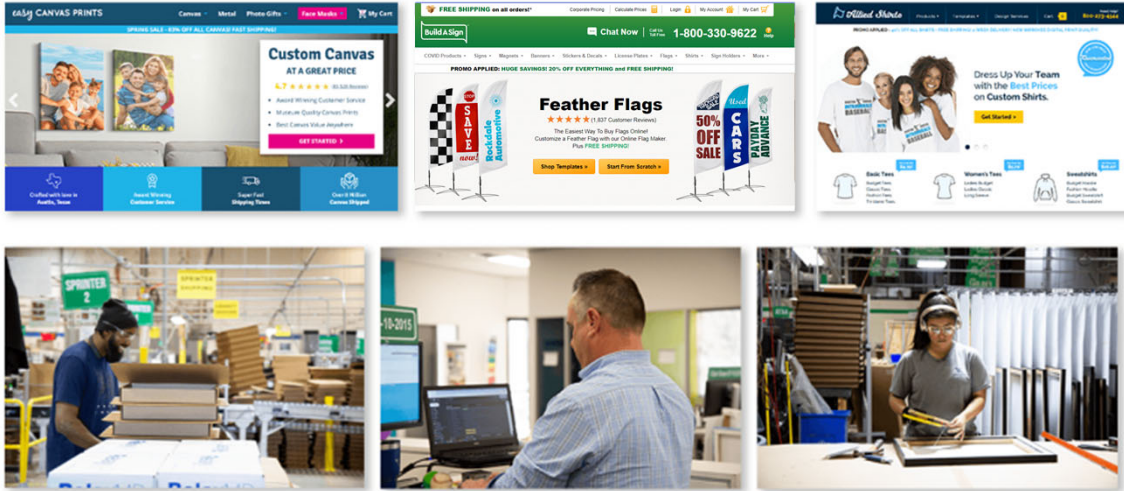
UPLOAD AND PRINT: CONTINUED INNOVATION AND LEVERAGE



NATIONAL PEN: EFFICIENCY GAINS AND E-COMMERCE INVESTMENT



BUILDASIGN: PRODUCTION EXPANSION AND CONTINUED GROWTH



EARLY-STAGE BUSINESSES: NARROWED SCOPE, REDUCED LOSSES & TRACTION IN CHINA



CORPORATE SOCIAL RESPONSIBILITY



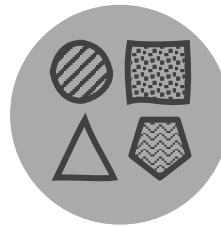
- Continued progress in converting paper to FSC across Cimpres
- New commitment to ensure use at 3rd party fulfillers
- New commitment to ensure packaging is FSC-certified or recycled content



- New commitments to use 100% recyclable plastics in products and packaging and reduce use of plastics while increasing recycled content



- Strong progress on reducing Scope 1 & 2 carbon footprint
- New commitment to extend to Scope 3
- New commitment to achieve carbon neutrality by 2040



- Elevating diversity and inclusion to business-level initiative
- Increased team member education and awareness
- Executive sponsorship added to employee resource groups

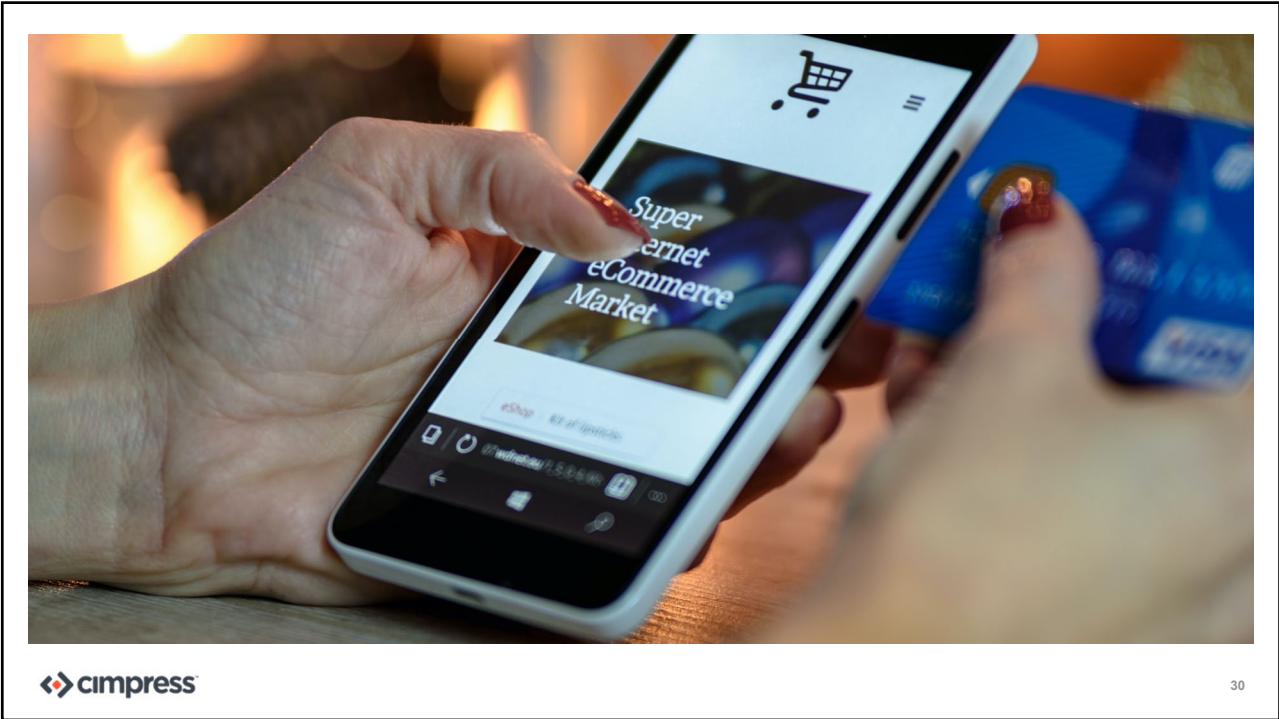
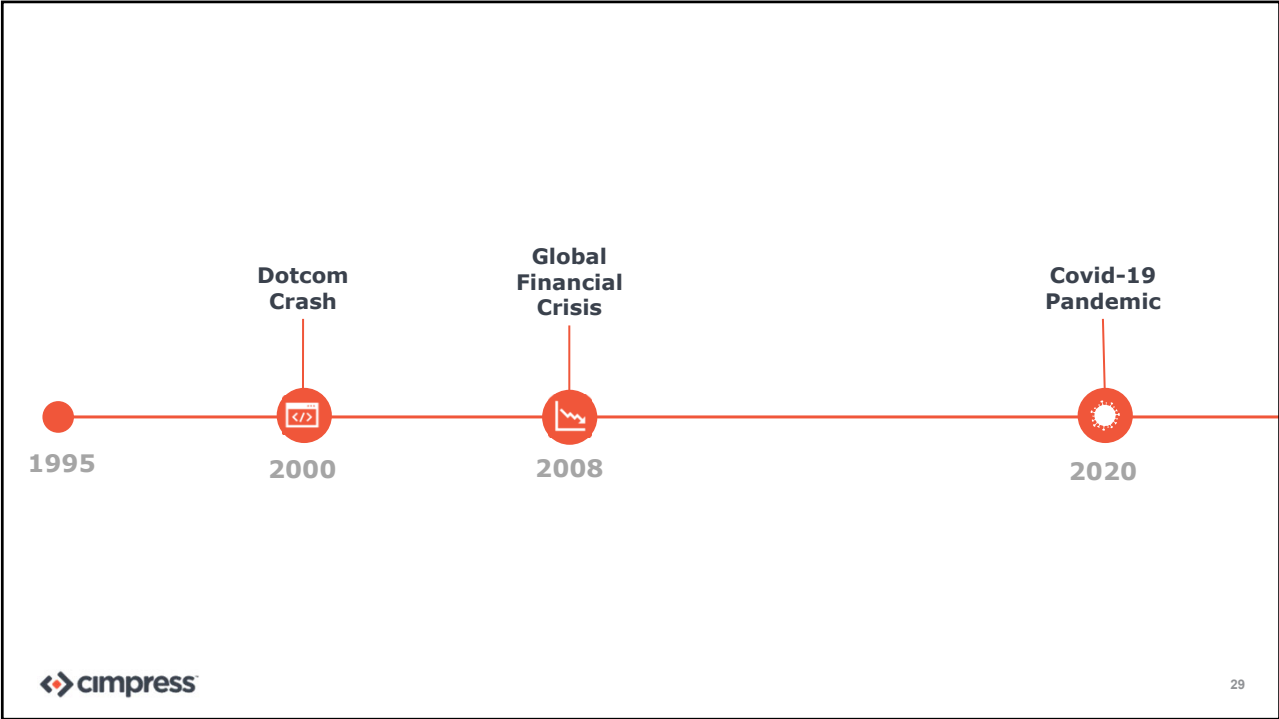


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**OUR ABILITY TO WIN
IN FY21 AND BEYOND**



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OUR BUSINESS MODEL

Scale Advantages in Production & Supply Chain



OUR BUSINESS MODEL

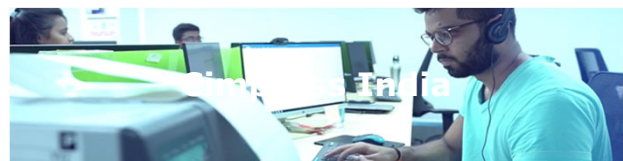
Scale Advantages from High Quality, Low Cost Service Operations

- Workflow software & CRM automation
- High efficiency customer-support
- Talented, engaged team members
- 24 x 7 x 365 global operations
- Co-design with customers
- 5,000 service ops team members
- Major centers in Tunisia, Philippines, India, Jamaica, Ireland
- Smaller-scale facilities in Germany, Italy, Japan, Tennessee, Texas, and elsewhere



OUR BUSINESS MODEL

Autonomous & accountable businesses that leverage our select few shared strategic capabilities



Dotcom Crash Global Financial Crisis Covid-19 Pandemic

We have done this before

E-Commerce Acceleration

New Business Formations

Our Business Model

cimpres

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cimpres™

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CAPITAL ALLOCATION

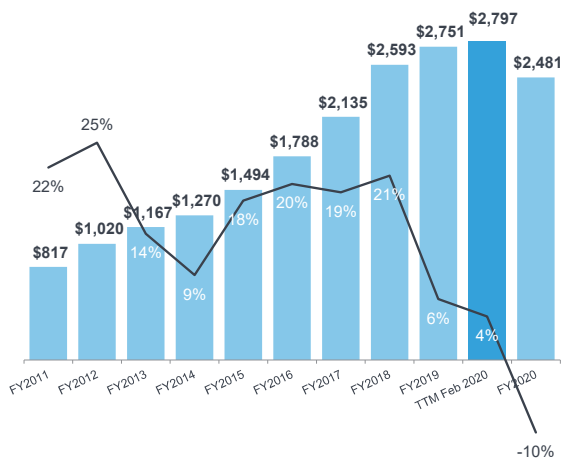
SEAN QUINN, EVP AND CHIEF FINANCIAL OFFICER

SESSION AGENDA

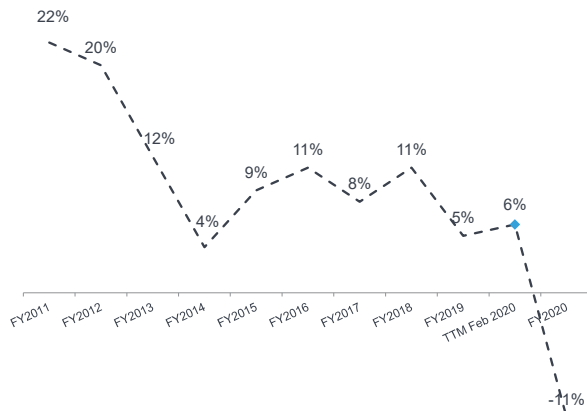
- 1** Looking back: momentum as of February 2020 and FY2020 results
- 2** Capital allocation & capital structure
- 3** Sources of confidence for FY2021

REVENUE

REVENUE & REPORTED REVENUE GROWTH (\$M)

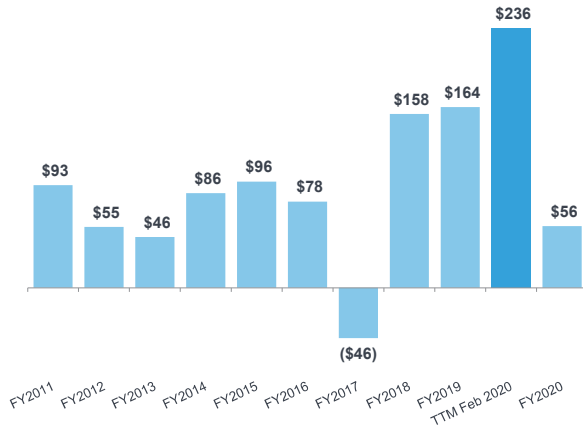


ORGANIC CONSTANT-CURRENCY REVENUE GROWTH

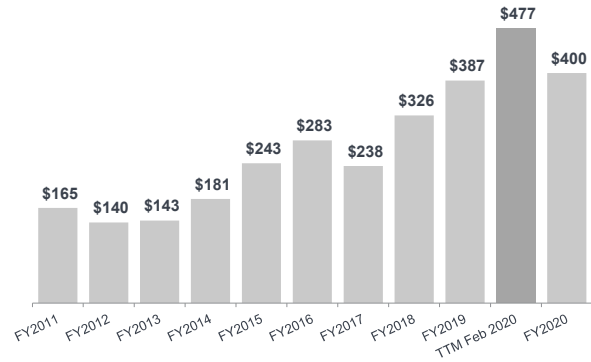


PROFITABILITY

GAAP OPERATING INCOME (\$M)



ADJUSTED EBITDA (\$M)

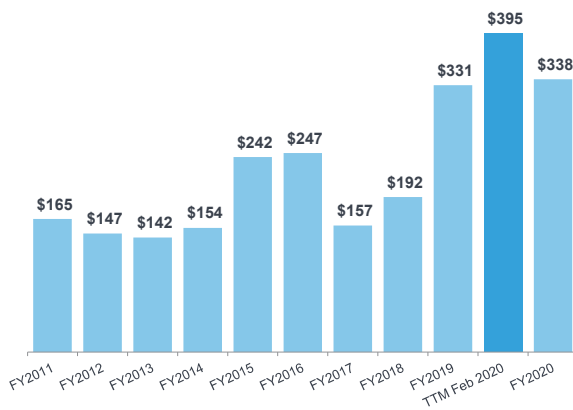


TTM February 2020 results are unaudited. Please see reconciliation of non-GAAP financial measures at ir.cimpress.com.

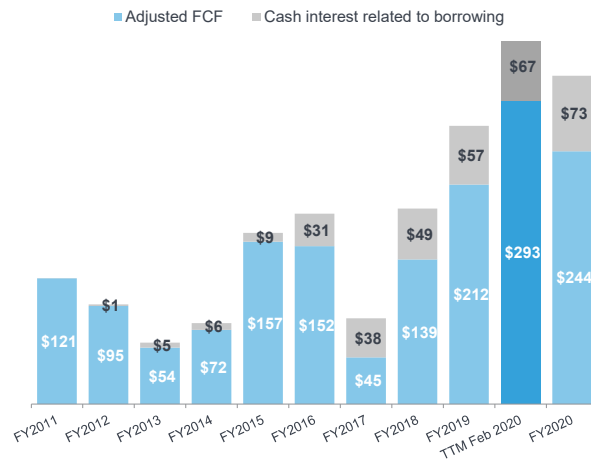
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CASH FLOW

CASH FLOW FROM OPERATIONS (\$M)



ADJUSTED FREE CASH FLOW & CASH INTEREST RELATED TO BORROWING (\$M)

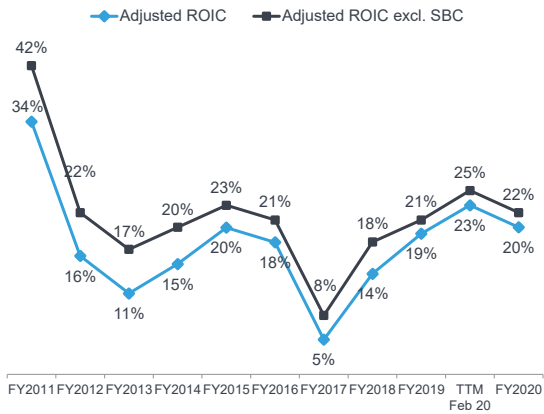


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ADJUSTED ROIC

ADJUSTED ROIC



+ What is driving improvements to FY20 ROIC?

- + Improved Vistaprint results
- + Improved BuildASign results
- + Reduced cash burn from early-stage investments
- + Lower cash taxes (aided by acquisitions)

- What is weighing on FY20 adjusted ROIC?

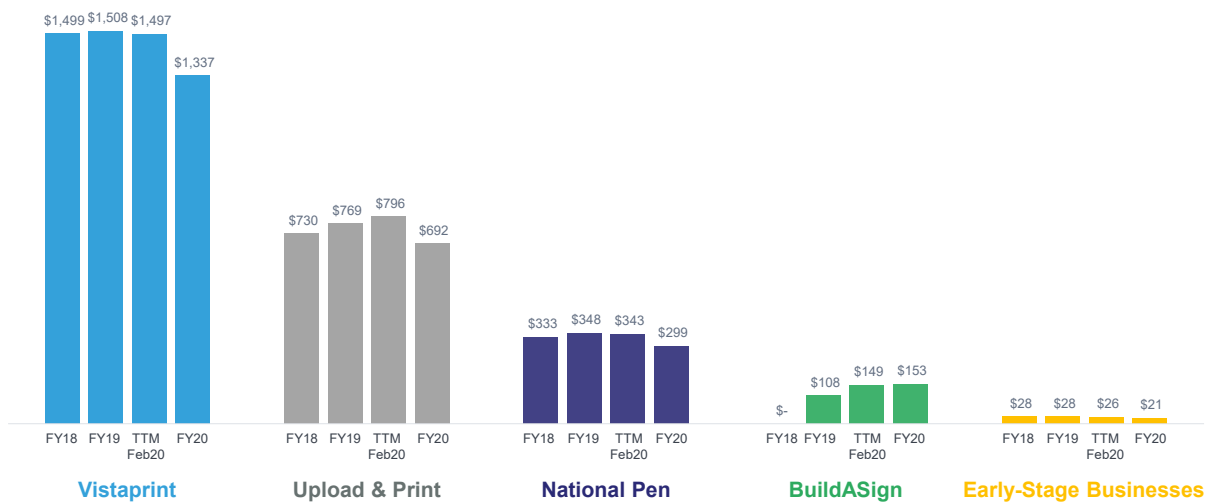
- Pandemic effects
- Continued growth investments in key areas



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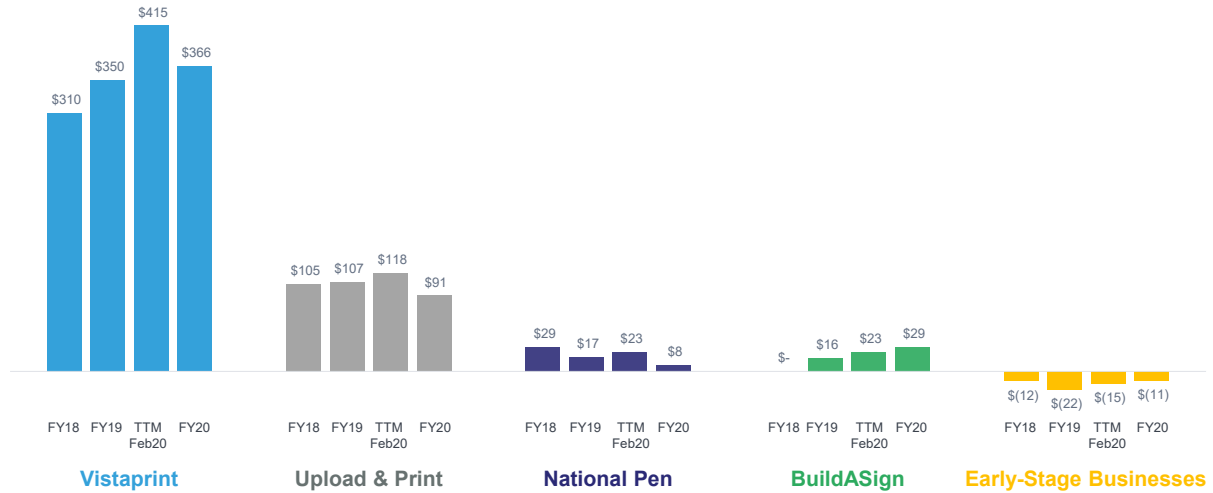
RESULTS BY COMPONENT: REVENUE (\$M)



TTM February 2020 results are unaudited.

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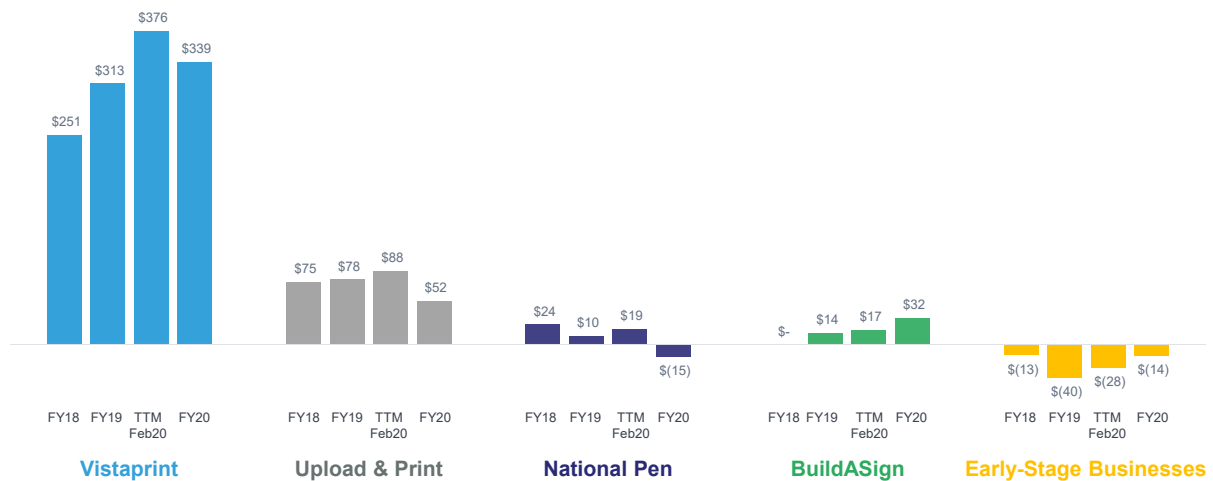
RESULTS BY COMPONENT: SEGMENT EBITDA (\$M)



TTM February 2020 results are unaudited.

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RESULTS BY COMPONENT: UFCF (\$M)

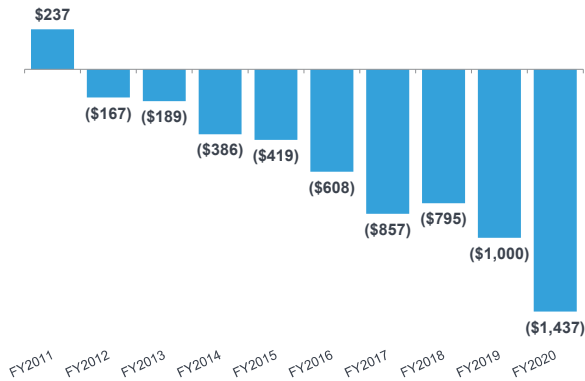


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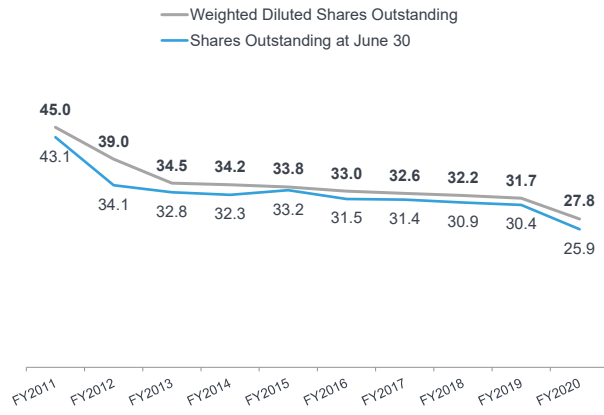
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NET DEBT AND SHARE COUNT

NET CASH (DEBT)¹ (\$M)



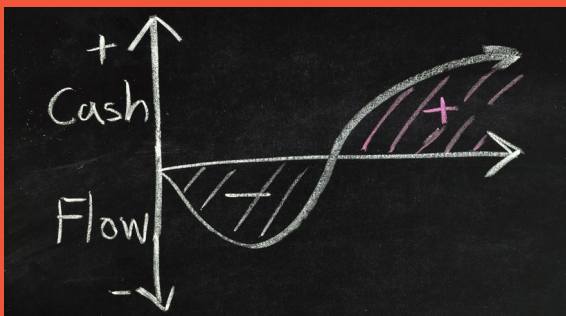
SHARES OUTSTANDING (M)



¹ Net (debt) is defined as the sum of our credit facility debt, senior unsecured notes and other debt less cash and cash equivalents.
² Weighted average shares outstanding for FY2017 represent the number of shares we would have reported if we recorded a profit instead of a loss that year. The basic weighted shares outstanding we reported that year was 31.3M.

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INTRINSIC VALUE PER SHARE



(a)
 UFCF/diluted share
 that will occur
 between now and
 long-term future,
 discounted to
 reflect cost of
 capital

—

(b)
 net debt per
 diluted share



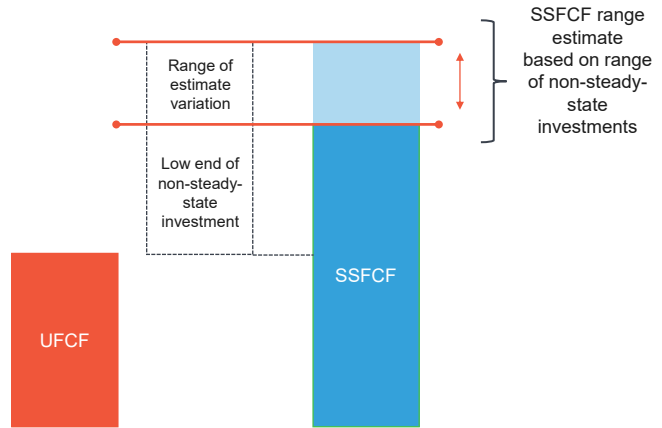
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STEADY-STATE FREE CASH FLOW (SSFCF)

Steady state is having a sustainable and defensible business that is capable of growing after-tax unlevered free cash flow per share at the rate of U.S. inflation over the long term



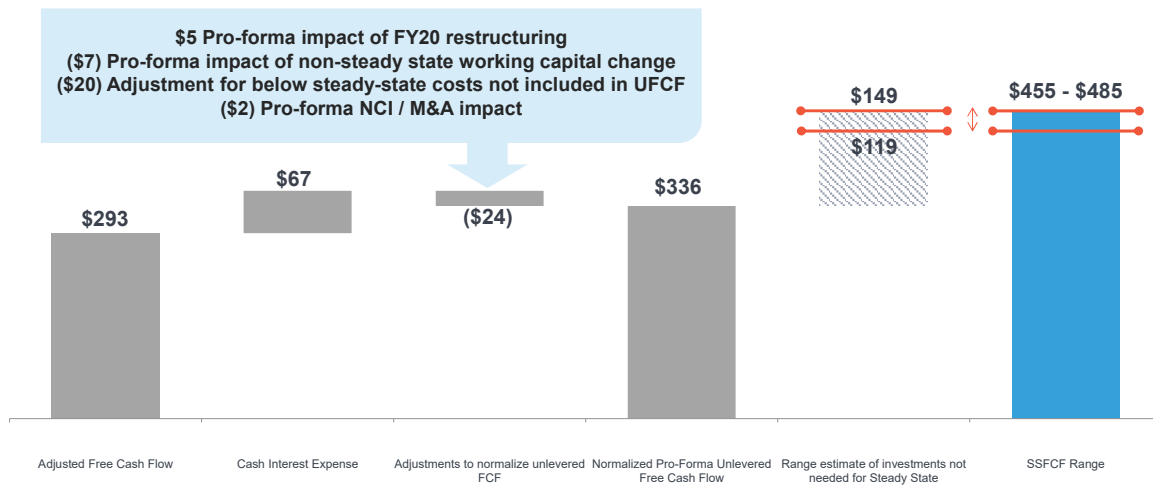
CONCEPTUAL SSFCF CALCULATION



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FY2020 SSFCF RANGE ESTIMATE

TTM February 2020



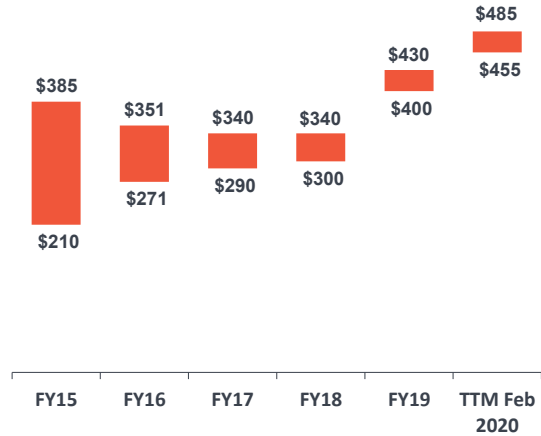
In USD, millions



Please see reconciliation of non-GAAP financial measures at ir.cimpres.com.

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EVOLUTION OF OUR SSFCF RANGE ESTIMATES



- Believe the precision of our estimates is increasing as we gain experience
- Adjust each year for non-steady-state impacts like restructuring and net working capital
- May take some time for several of our past growth investments to materially impact our SSFCF estimates (e.g., early-stage investments)
- Decentralization has increased accountability for and focus on driving returns

In USD, millions



We have not retroactively changed or narrowed the range from our past analyses. Please see reconciliation of non-GAAP financial measures at ir.cimpress.com.

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SHARE REPURCHASES

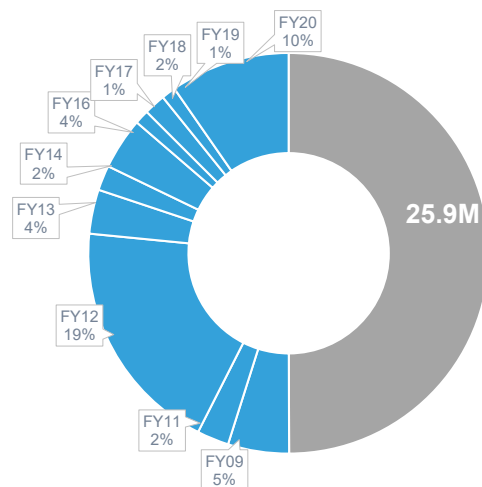
Shares repurchased through FY2020¹ (M)

SHARES REPURCHASED:
25.9 million – 50%
Total cost of \$1,499.4 million at \$57.84/share*

CURRENT SHARES OUTSTANDING:
25.9 million – 50%

SHARE REPURCHASES

- Over long term, represent attractive opportunity for value creation
- Take up little management bandwidth



¹ Share Repurchase activity for FY2020 was from July 1, 2019 through Mar 4, 2020.
*Inclusive of transaction costs

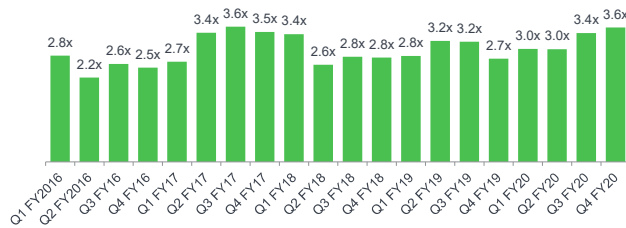
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OPPORTUNITY COST



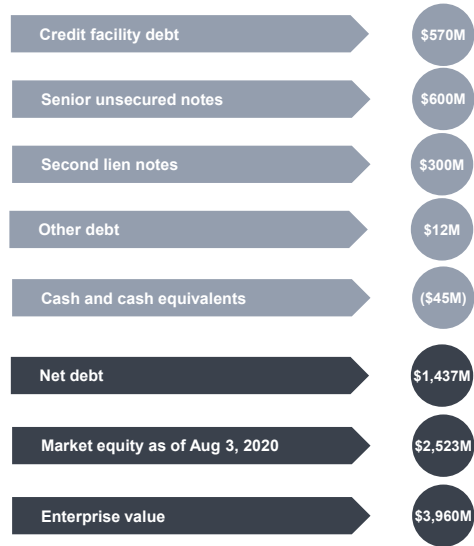
CAPITAL STRUCTURE

HISTORICAL LEVERAGE RATIO¹



- Liquidity (cash plus available revolver) was \$469M as of June 30, 2020
- Capital available to deploy if we see good opportunities for high returns
- We will remain disciplined in our investment approach
- Will pay down credit facility with excess cash over \$100M

As of June 30, 2020 (except market equity):



¹ As defined by our suspended debt covenants.

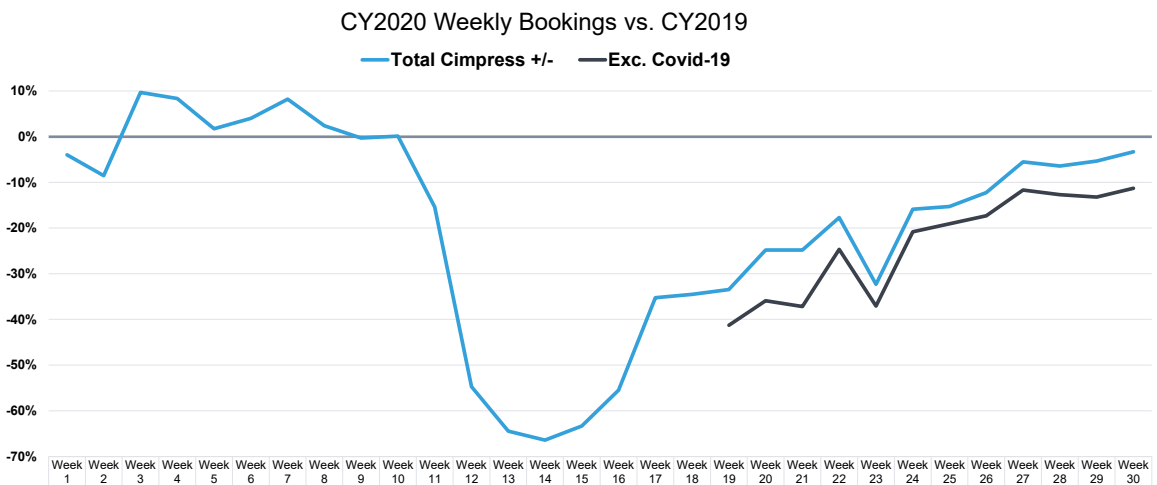
SOURCES OF CONFIDENCE FOR FY2021



55

RECENT BOOKINGS TRENDS

Improved demand, use of data, rapid new product introduction

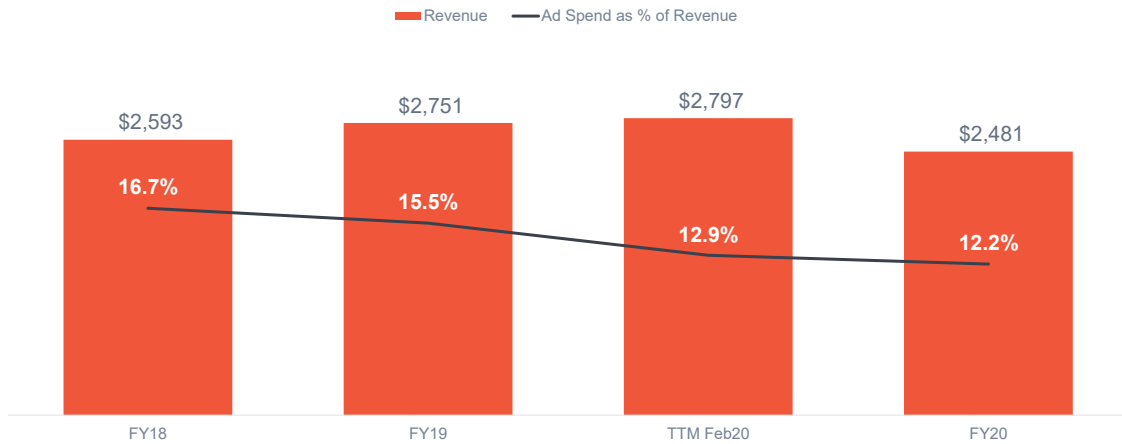


Bookings is an internal metric we use to understand customer demand. It differs from GAAP revenue due to orders not yet shipped, refunds and credits, and changes in currency rates compared to the U.S. dollar (see stated rates in non-GAAP reconciliations for Investor Day on ir.cimpress.com). Cimpress weekly bookings "Excluding Covid-19" exclude products newly introduced in Q4 FY2020 including face masks and face shields. It does not exclude previously existing Cimpress products used for pandemic response purposes such as wayfinding signs. 56

ADVERTISING SPEND EFFICIENCY GAINS

New tooling and data usage driving improved returns

Revenue (\$M) and Advertising Spend as % of Revenue



57

OPERATING COST

Roughly **\$30M** of permanent cost reductions that will not come back

Roughly **\$20M** of FY21 savings from temporary cost reductions that will be added back during the year

Expect to keep variable costs roughly flat as a percent of revenue

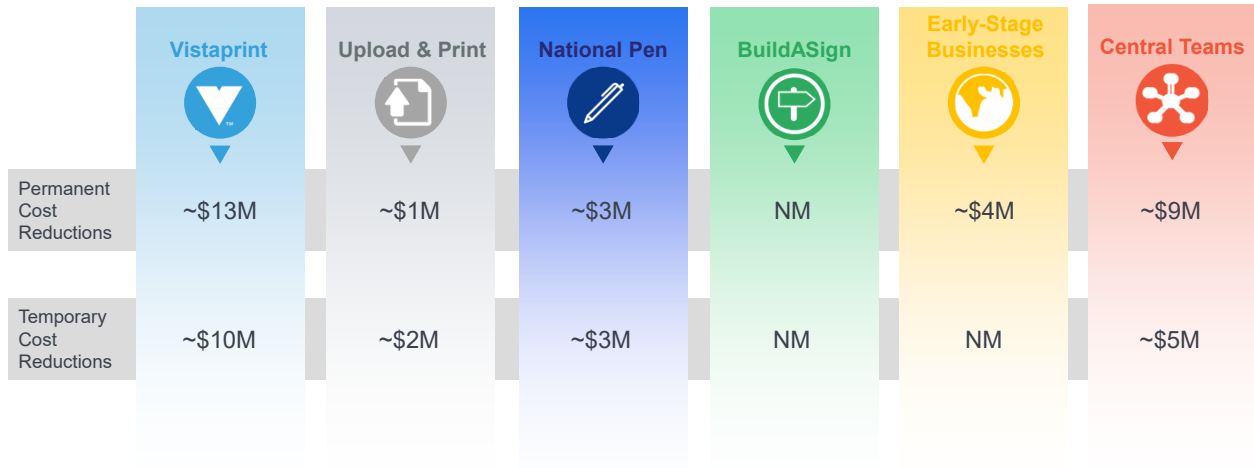
Increased or sustained investments in technology, data, upper funnel advertising



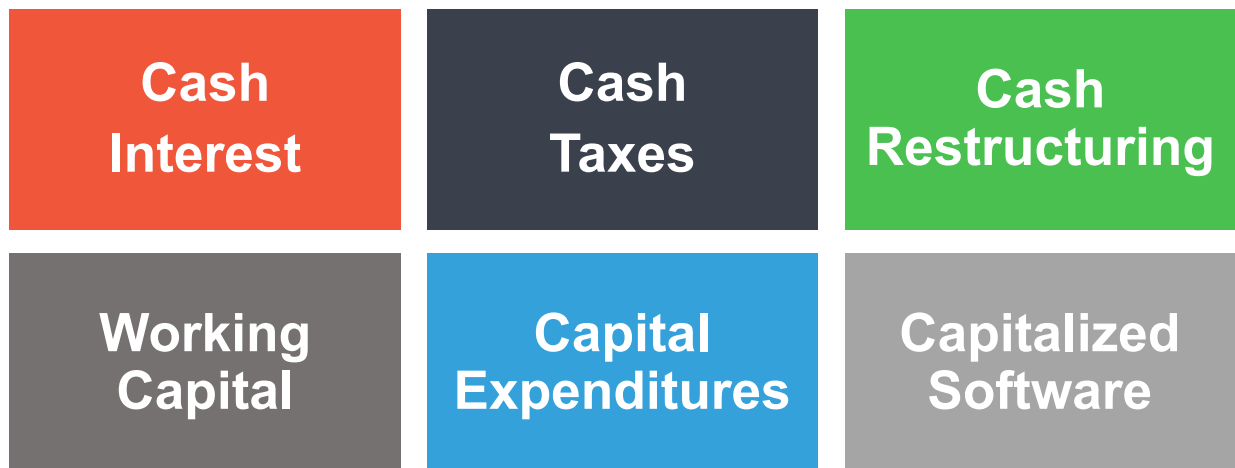
58

DEEPER LOOK AT COST REDUCTIONS IN FY21

Comparison to TTM December 2019



FCF CONSIDERATIONS FOR FY21



IMPACT OF STRONG EXECUTION ON CAPITAL ALLOCATION

Near-term use of capital is select organic investments and debt repayment; after suspension period other options open up with strong execution

ORGANIC INVESTMENTS

M&A

SHARE REPURCHASES

DEBT REPAYMENT



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AGENDA

- 1 Welcome and Introductions
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MCP AND CIMPRESS TECHNOLOGY UPDATE

MAARTEN WENSVEEN, CHIEF TECHNOLOGY OFFICER

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SESSION AGENDA

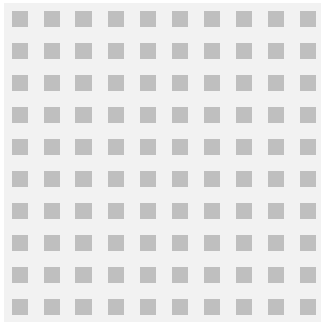
- 1 MCP overview and adoption in FY2020
- 2 What's coming in FY2021
- 3 E-commerce drill down

MASS CUSTOMIZATION PLATFORM



OUR APPROACH

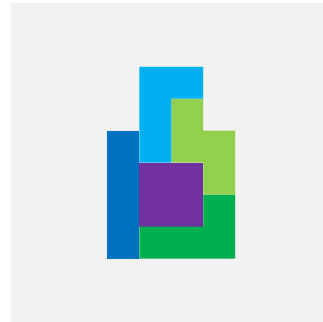
We build for flexibility, scale and self-service



MICROSERVICES



PRODUCTS



SOLUTIONS



67

OUR PLATFORM SOFTWARE PRODUCT DOMAINS

Artwork Pipeline	Marketplace	Logistics & Optimization	Ecommerce & Personalization	Data Platform
Artwork needs for fulfillment anywhere	Businesses can independently source and sell any product seamlessly, with trust and confidence	Best cost provider for production and shipping	Modern e-commerce solutions that give greatest reach with highest degree of personalization	Our frameworks allow data owners to publish trustworthy, understandable and accessible data
Mass customization for any product from any device, including new and unique decorating technologies	Diverse, highly configurable products can be modeled with speed and simplicity	Manufacturing solutions optimized for high volumes of small orders	Data-driven insights power personalized customer experiences	Data Science platform that empowers deep insights and analysis
High-performing, inclusive organization which attracts & retains top talent				



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WINS IN FY20 NOT RELATED TO THE PANDEMIC

2 1

01/20/2020 [Add Truck](#)

UPS Under 800 #2 1/20/2020 4758

- Manifest successful 03:17
- 3 Border documents
- 4 Carrier documents
- 30 Pallet boxes

[Show Truck Details](#) [Print Barcode](#)

Drukwerkdeal.nl Zoek een product... [Login](#)

Alle categorieën... [Huisstijl](#) [Promotie](#) [Horeca](#) [Stickers](#) [Coronacommunicatie](#) [Mondkapjes](#) [KlantenService](#) [088-885222](#)

[Alrijp de beste deal](#) [Snel, sneller, sneller!](#) [Gewoon goed geprijsd](#) [Alles waar iets op kan](#) [Geen gedoe](#)

Laat zien dat je er weer bent! [Bekijk producten](#)

Cimpress Integration
1 review [Add review](#)

Download for free
[Get It now](#)

File output
File transfer
Metadata handling
Third-party integration

Receive Cimpress Orders

App creator
Cimpress

Support
Send an email [11 617-645-5737](#)
[Online support](#)

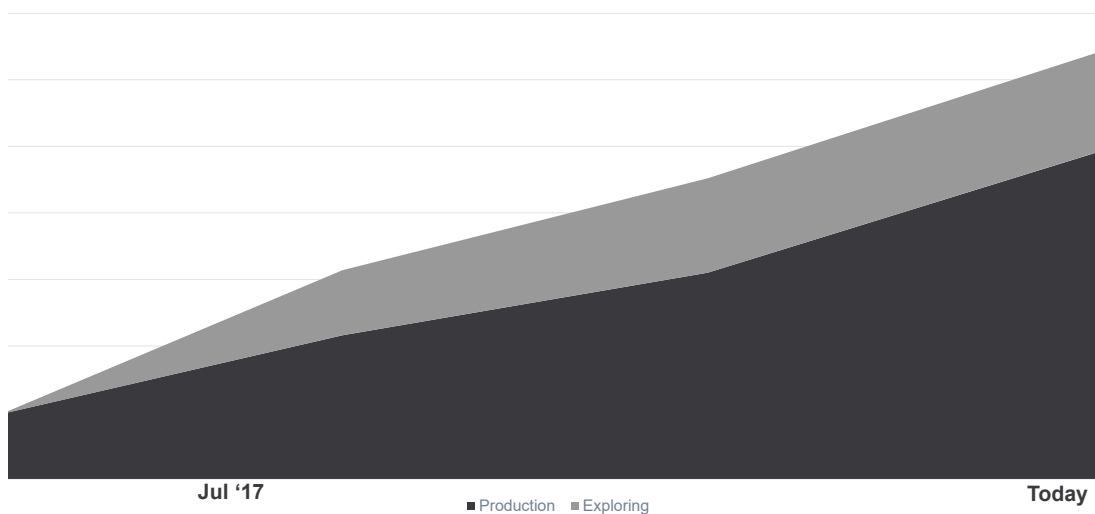
Description
The Receive Cimpress Orders app helps to transfer orders from the Cimpress Mass Customization Platform (MCP) to the fulfiller's file system in Entocus Switch.

With this app, fulfillers can:

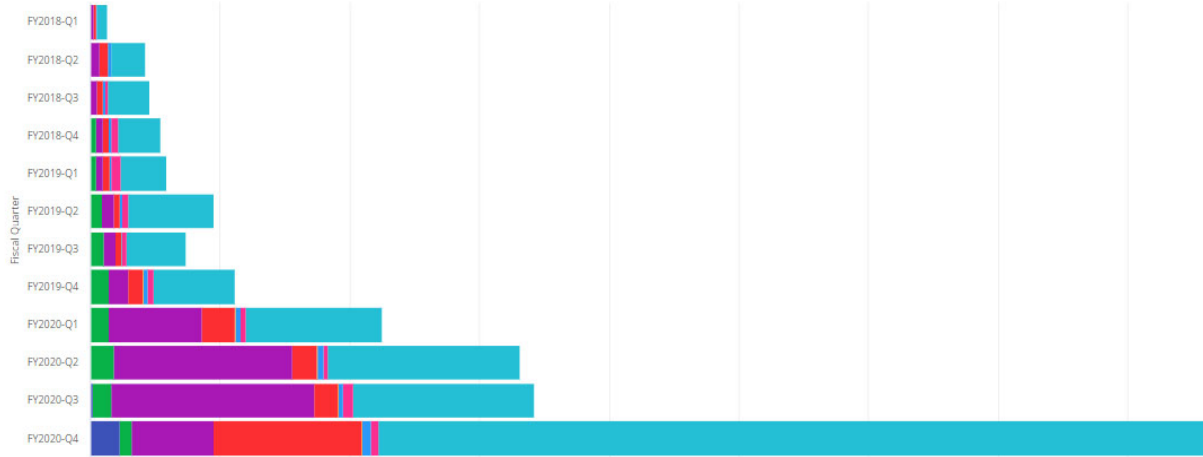
- Download details of the order and order-items from MCP.
- Download artwork and preview files related to the order-items in the order.
- Give a filename to the downloaded files.
- Periodically check for new MCP orders and download order details (JSON) and associated artifacts (optional).
- Create a new folder to place new orders in a directory that is configured with the app's.

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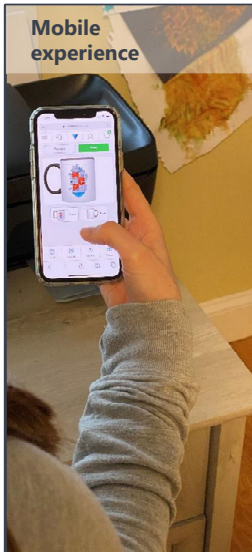
MCP SERVICES BEING USED



CROSS-BUSINESS REVENUE EVOLUTION BY BUYER



AREAS OF INNOVATION FOR FY21



E-COMMERCE DRILL DOWN

Artwork Pipeline	Marketplace	Logistics & Optimization	Ecommerce & Personalization	Data Platform
Artwork needs for fulfillment anywhere	Businesses can independently source and sell any product seamlessly, with trust and confidence	Best cost provider for production and shipping	Modern e-commerce solutions that give greatest reach with highest degree of personalization	Our frameworks allow data owners to publish trustworthy, understandable and accessible data
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High-performing, inclusive organization which attracts & retains top talent				



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NEW E-COMMERCE TECHNOLOGY ACROSS CIMPRESS

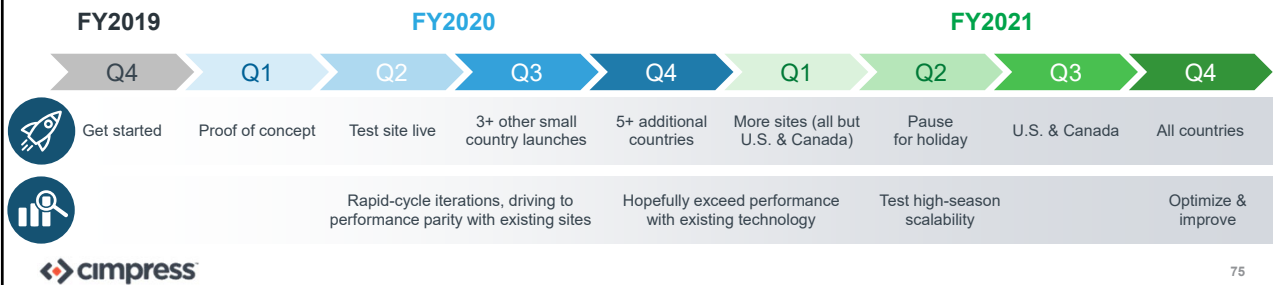


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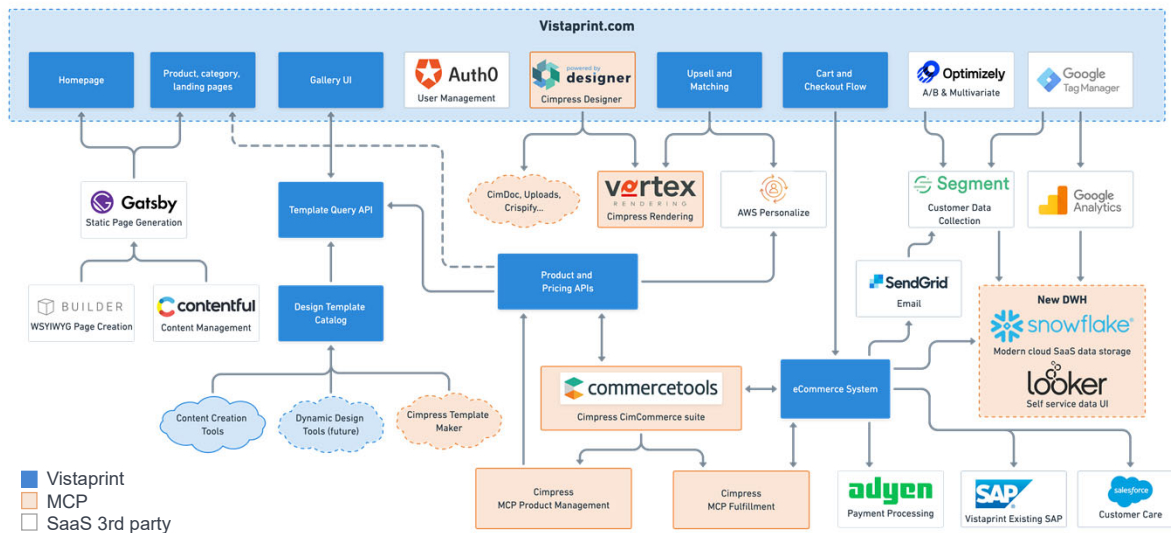
LARGELY ON TRACK WITH TIMELINE FOR NEW VISTAPRINT TECHNOLOGY PLATFORM

- Still aiming to complete all launches by end of FY21
- Few months behind on country rollout due to COVID-19, resetting our KPIs, and people allocation impacts.
- Pandemic created disruption and also opportunity...

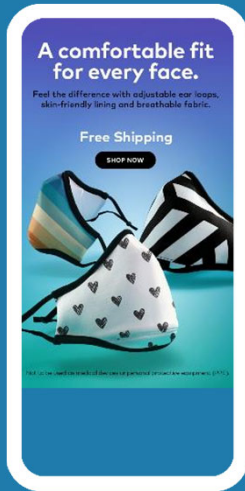
Timeline from 2019 investor day:



PLATFORM ARCHITECTURE EXAMPLE: VISTAPRINT



New mobile-first site for Vistaprint masks helped accelerate aspects of broader Vistaprint e-commerce launch



- Mobile
- Desktop
- Tablet

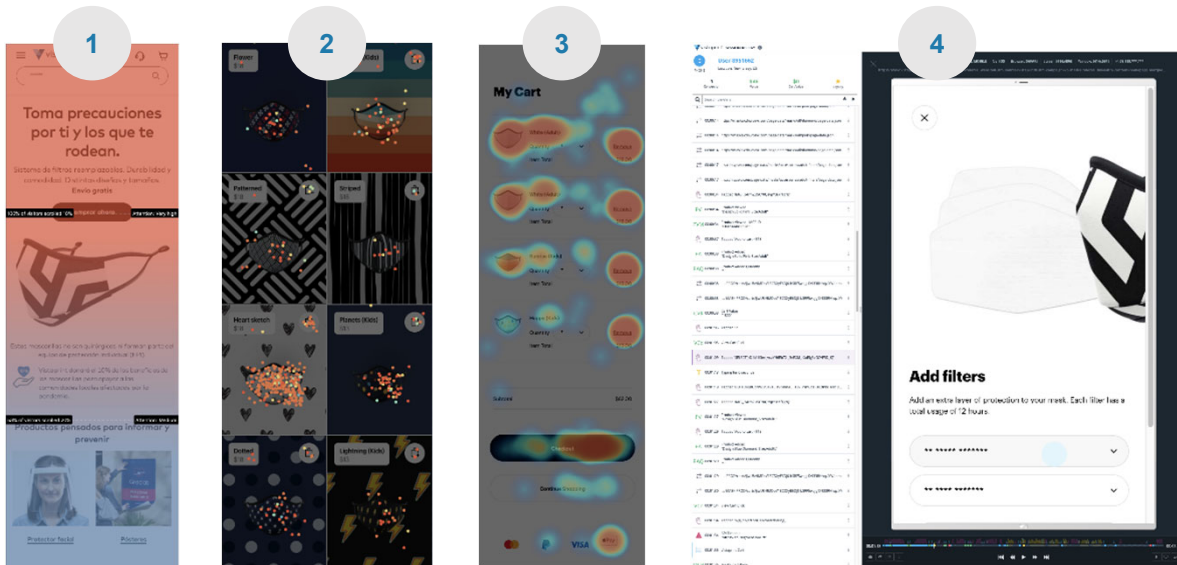
Experience provided significant learnings in mobile site UX and scalability



Rapid launch gave us language and payments capabilities that allow us to launch full site in most European countries in coming months

<https://www.vistaprint.com/masks/>

MOBILE UX EXAMPLE



VIDEO IN PROGRESS



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INVESTOR DAY 2020



AUGUST 5, 2020

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MANAGING RISKS AND UNKNOWNNS AND LOOKING AHEAD



Kees Arends
CEO, PrintBrothers
Background: Previously CEO of AlbumPrinter, which was sold to Cimpress, returned to company in 2015, entrepreneur having built 5 companies in past 25 years
Education: Nijenrode Business School in Breukelen, The Netherlands



Peter Kelly
CEO, National Pen
Background: Cimpress December 2016; previously CEO of National Pen, CEO of National Pen's business in Europe; prior experience in textiles and legal
Education: Undergraduate and Master's Degree in law (B.C.L.; LL.M) and a Master's degree in corporate leadership (MSc.) from universities in Ireland and Scotland



Bryan Kranik
CEO, BuildASign
Background: 15 years at Dell (last role: GM, Consumer & Small Business)
Education: B.S. accounting, Penn State; M.B.A., Kellogg School of Management, Northwestern University



Paolo Roatta
CEO, The Print Group, and CEO, Pixartprinting
Background: 20 years in the media industry at Bertelsmann Music Group, Entertainment, iQnet, and Arkmedia, a mobile media start up he founded
Education: B.A. business/managerial economics, Sapienza Università di Roma; M.B.A. Harvard Business School



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Founder, Chairman and CEO
Background: Cimpress 25 years; prior experience GM of a small OEM electronics engineering company
Education: B.A. economics, Harvard College; M.B.A., INSEAD



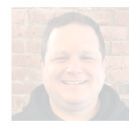
Sean Quinn
EVP & Chief Financial Officer
Background: Cimpress 10 years increasing scope in finance roles; prior experience as a certified public accountant
Education: B.S. accounting, Saint Joseph's University



Maarten Wensveen
EVP & Chief Technology Officer
Background: Various technology roles in Cimpress, AlbumPrinter; started first company at age 25
Education: Hugo Grotius College



Florian Baumgartner
President, International Business, Vistaprint
Background: 15 years in eCommerce at Amazon and McKinsey & Company
Education: Diplome Business Administration and Management, Ecole de Management de Lyon; M.B.A. and Ph.D., WHU Otto Beisheim Graduate School of Management



Ricky Engelberg
Chief Marketing Officer, Vistaprint
Background: 20 years in marketing, brand and customer experience at Nike and Converse
Education: B.A., Marketing, New Media, University of Georgia



Sebastian Klappert
Chief Data Officer, Vistaprint
Background: 12 years at McKinsey & Company
Education: M.B.A., Finance and Information Management, The Hong Kong University of Science and Technology; Ph.D., Digital Marketing / Quantitative methods, Technische Universität München



Emily Whittaker
President, North American Business, Vistaprint
Background: 11 years at Cimpress in customer experience, technology and organizational roles; 8 years consulting at Accenture and PwC
Education: B.B.A. computer information systems, James Madison University

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INVESTOR DAY 2020



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THE ROLE OF DATA IN VALUE CREATION



Kees Arends
CEO, PrintBrothers
Background: Previously CEO of Albunprinter, which was sold to Cimpres; returned to company in 2015; entrepreneur having built 5 companies in past 29 years
Education: Nijenrode Business School in Braukelen, The Netherlands



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Founder, Chairman and CEO
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President, North American Business, Vistaprint
Background: 11 years at Cimpres in customer experience, technology and organizational roles; 8 years consulting at Accenture and Palladium
Education: B.B.A. computer information systems, James Madison University



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INVESTOR DAY 2020

cimpres™

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INNOVATION DURING AND AFTER THE PANDEMIC



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INVESTOR DAY 2020



AUGUST 5, 2020