

**cardfactory**

*Helping celebrate  
all of life's moments*



# Market leading, vertically integrated retailer in 25 years



1997

- First store opens on Teall Street, Wakefield on 1st November 1997



2006

- All creative design brought in-house with our own design studio; Studio 41



2009

- Acquired the printing facility; Printcraft



2015

- Online webstore cardfactory.co.uk launched



2014

- The company floated via an initial public offering on the London Stock Exchange



2010

- Opened our 500th store



2019

- Partnered with Aldi, Matalan and Sandpiper in the UK and Channel Islands
- Opened our 1,000th store



2020

- Partnered with The Reject Shop in Australia
- Launched a refreshed version of cardfactory.co.uk on a new platform



2021

- We refreshed our strategy to be "the first omnichannel brand that is helping customers everyday to celebrate all of life's moments"

# Our brand

## Our brand purpose

*Helping celebrate all of life's moments*

## Our brand line

*Quality and value for all of life's moments*

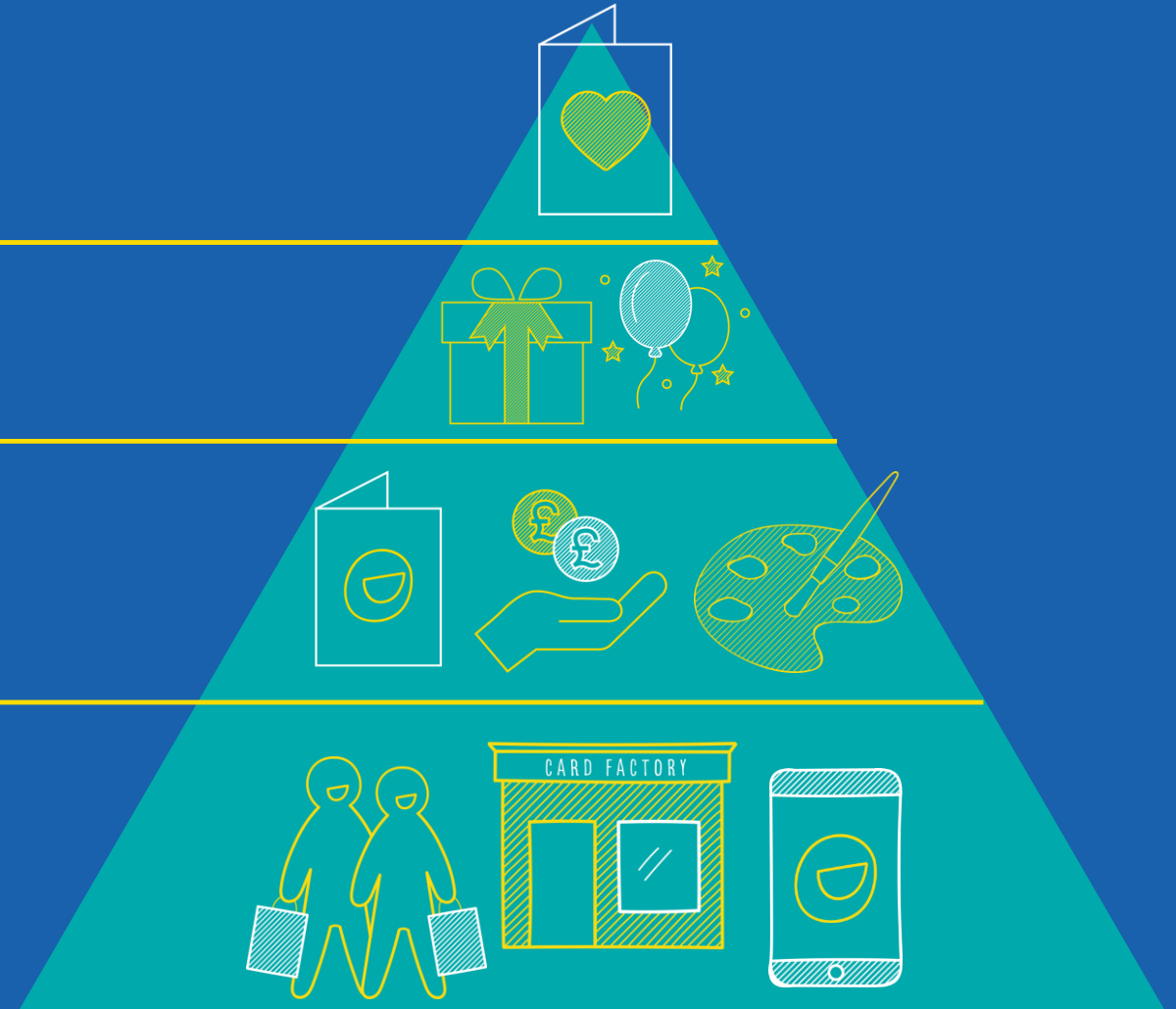
## The focus of our USP

*Unrivalled value and range*

## Other points of competitive differentiation

*Trustworthy, friendly, easy, convenient, choice and reliability*

# cardfactory





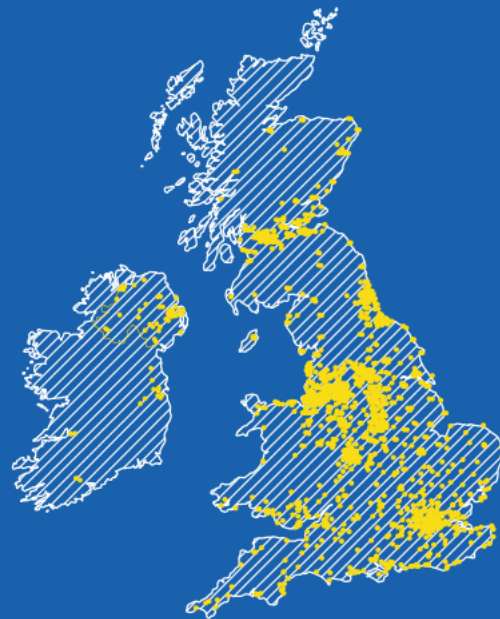
# An unrivalled market position

Card Factory is the UK's leading specialist retailer of greeting cards, dressings, party, balloons and gifts, and the destination of choice for those celebrating all of life's moments



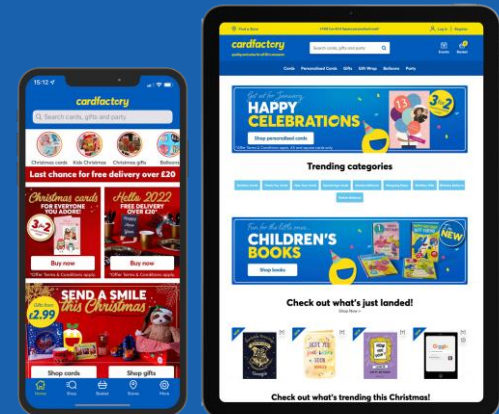
- One of the UK's most recognised retail brands

Leader  
in cards



- A UK-wide estate of over 1,000 stores
- A network of over 1,000 partner retail locations and growing

Destination for  
celebrating occasions



- Online access through [www.cardfactory.co.uk](http://www.cardfactory.co.uk) and [www.gettingpersonal.co.uk](http://www.gettingpersonal.co.uk)

Omnichannel  
retailer

# Our presence

We have grown into a mainstay of the UK high street with the ambition to grow our international footprint

Revenue  
£451m\*

Stores  
1,000+

Partner locations  
1,000+

Global locations  
UK  
ROI  
Australia

Customers  
2 million  
every  
week

Colleagues  
8,000+



Australia



Gibraltar



Channel Islands





# We have broad appeal

Card Factory helps people celebrate all of life's moments, and is the destination of choice for our customers searching for unique cards and gifts

Our range is exceptional, giving our customers the choice they are after to bring joy to any occasion. With the power of our in-house design and manufacturing capability, we can keep ahead of emerging trends, continuing to surprise and delight our customers

Our customers look for:

- **Great quality** at an **excellent price**
- Want **extensive ranges** to provide **maximum choice**
- Something **unique**
- Appreciate **great design**
- A range offer to **fulfill all of life's moments**





# We are proud of our stores

Card Factory is the destination of choice for those celebrating all of life's moments with over 1,000 stores across the UK





# We are proud of our products

All of our Card Factory branded products are designed in house, offering our customers value and quality across an unrivalled range

## Sales by category



*Cards*

50%



*Gifts & Stationery*

20%



*Wrap & Bags*

15%



*Party & Balloons*

15%



# Card

RRP  
29p to £3.99





# Gifts & Stationery

RRP  
39p to £24.99





# Wrap & Bags

RRP  
15p to £7.99





# Party & Balloons

RRP  
39p to £14.99





# Our offer for every occasion, every season

Helping our customers discover more reasons to celebrate every day, all year round



January



February



March



April



May



June



July



August



September



October



November



December

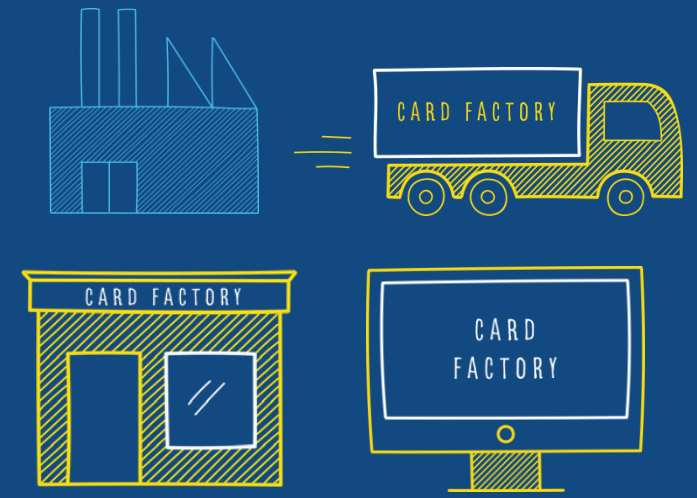
# Disrupting the cards and gifting markets internationally



MARKET LEADING  
OFFER



MISSION LED  
FORMATS



PARTNERSHIP  
MODELS



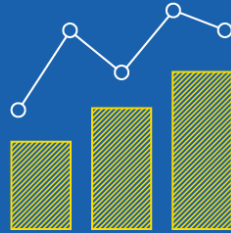
# A winning formula to deliver growth



A leading brand



Quality products



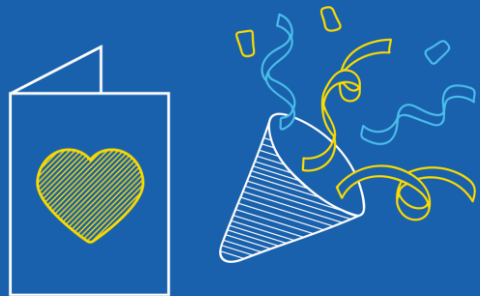
Proven business model



Collaborative team



Simple tools & processes



Deep expertise in card and complementary categories



Fully integrated value chain model to support partners

Inquiries invited by

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