

**WH Smith PLC**

***The global travel retailer***

**15 August 2025**

**WHSmith completes Transaction to sell  
Funkypigeon.com to Card Factory**

Further to the announcement on 29 July 2025, WH Smith PLC (“WHSmith” or “the Group”) announces that it has completed the sale of its online personalised greeting cards business, funkypigeon.com, to Card Factory on the same terms as previously disclosed.

Following the disposal, this now completes the move to becoming a pure play global travel retailer.

**Enquiries:**

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