

## COMPANY OVERVIEW

Vistaprint provides high-impact personalized products and electronic services that empower micro businesses and the home. Vistaprint's proprietary technologies enable the company to offer custom designed, full-color, low-cost printed products that can be seamlessly matched to electronic services such as websites and email marketing.

Unlike costly traditional graphic arts techniques which design and produce custom orders one at a time, Vistaprint utilizes robust technology to facilitate the design and aggregation of custom orders from around the globe. Printed products can be designed, printed and received in as little as three business days while electronic services can be created and activated in a matter of moments.

Vistaprint offers micro businesses and consumers a one stop option for dozens of products they can customize themselves, all online. As it has grown, the company has become a turnkey marketing solution for micro businesses looking to make an impression and stand out from the competition both online and off. Offering high quality products and services at an affordable price, Vistaprint has become a trusted partner for millions of micro businesses everywhere.

## Management Team

Robert Keane — President & Chief Executive Officer  
 Wendy Cebula — Chief Operating Officer  
 Ernst Teunissen — Executive Vice President & Chief Financial Officer  
 Trynka Shineman — President, Vistaprint North American Business Unit  
 Nick Ruotolo — President, Vistaprint European Business Unit

## Major Product & Service Lines

Business cards, postcards, brochures, desk calendars, folders, address labels, rubber stamps, note pads, holiday cards, customized logos, mailing services, websites, email marketing, signage, promotional products, embroidery

## Manufacturing Facilities

Deer Park, Australia Windsor, Canada  
 Venlo, Netherlands

## Customer Support Operations

Berlin, Germany Tunis, Tunisia  
 Montego Bay, Jamaica

## North American Business Unit & Corporate Finance

Lexington, Massachusetts

## Asia-Pacific Business Unit

Sydney, Australia

## European Operations

Barcelona, Spain Venlo, the Netherlands  
 Paris, France Winterthur, Switzerland

## Q1 FY 2012 Financial Performance (Quarter ended September 30, 2011)

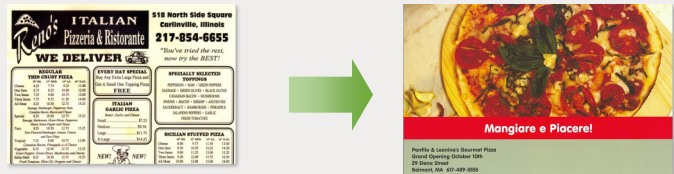
- Revenue of \$212.4
- GAAP net income of \$8.2 million
- Non-GAAP net income of \$13.0 million

## Q1 FY 2012 Operating Performance (Quarter ended September 30, 2011)

- Approx. 1.9 million new customers acquired
- Approx. 5.9 million orders processed
- Average order value of \$36.38
- 11.9 million unique customers at TTM period end

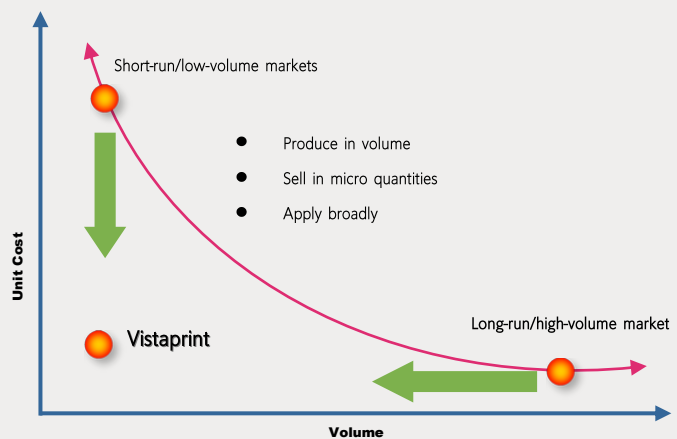
## Vistaprint Vision

Make it easy for micro businesses to get great looking design, print and marketing services at superior prices.



## Disruptive Business Model

Vistaprint has brought long-run, low-cost economics to short-run production jobs for the micro business marketing market, a market opportunity of over \$25 billion.



## Vistaprint Growth Strategy

- Provide micro businesses a turnkey marketing solution through product expansion
- Continue geographic expansion, focused on Europe and APAC
- Provide home and family product offerings

## Vistaprint Success Strategy

- Deploy automated processes throughout the value chain
- "Productize"/"standardize" custom products and services
- Sell products at low quantities per order but market and produce in standardized, high volume processes
- Be the low cost producer and keep getting lower

## Barriers to Entry

- High daily order volume enables significant scale and cost advantages
- Growing brand awareness
- Complex software and 40 patents granted
- Integrated manufacturing systems and substantial investment
- Internet direct marketing expertise and systems
- International reach
- Substantial market share versus other e-commerce print companies