



NASDAQ: VPRT

Recent Market Price (12/31/07)	\$42.85
52-Week Range	\$29.60-\$48.60
Shares Outstanding	43.5 million
Enterprise Value	\$1.76 billion
Market Capitalization	\$1.86 billion
Fiscal Year Ends	June 30
U.S. Website	www.VistaPrint.com

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Q2 2008 Operating Performance

(Quarter ended December 31, 2007)

- Approx. 1,100,000 new first-time paying customers
- Approx. 63% of bookings from repeat customers
- Over 30,000 orders per day
- 39% of revenues from non-US markets

Q2 FY 2008 Financial Performance

(Quarter ended December 31, 2007)

- Revenue grew to \$105.0 million
 - 64% increase year over year
 - 30th consecutive quarter of sequential organic revenue growth
- Non-GAAP net income of \$14.9 million
 - 48% y/y growth

Major Product & Service Lines

- Business cards, postcards, brochures, desk calendars, folders, address labels, rubber stamps, note pads, holiday cards, customized logos, mailing services

Manufacturing Facilities

- Windsor, Canada
- Venlo, Netherlands

Customer Support Operations

- Montego Bay, Jamaica

U.S. Operations

- Lexington, Massachusetts

European Marketing

- Barcelona, Spain

Guiding Principles

- Develop “jaw dropping” customer value propositions
 - Great quality at superior prices
- Analytics-driven decision making
- Culture of test before invest
- Standardize, automate and integrate everything
- Erect competitive barriers
- Be an employer of choice who demands excellence in return

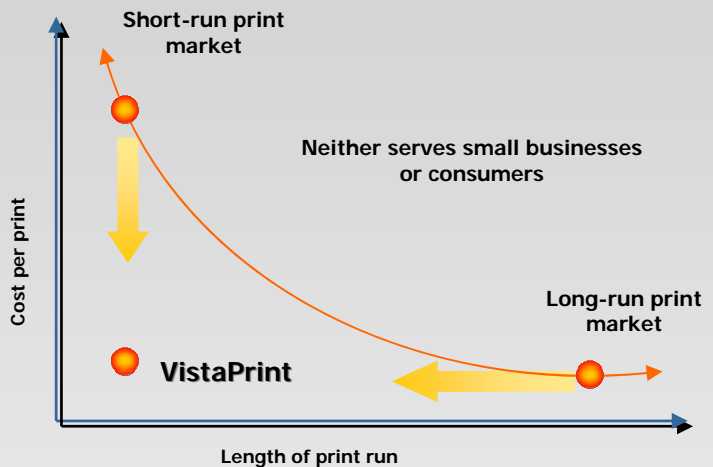
VistaPrint Vision

Make it easy for small 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 printing jobs for SOHO (small-office/home-office) market, a market opportunity of over \$20 billion.



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

VistaPrint Growth Strategy

- Acquire more customers
- Increase share of customer wallet: up-sell and cross-sell
- Grow non-US markets (especially Europe)

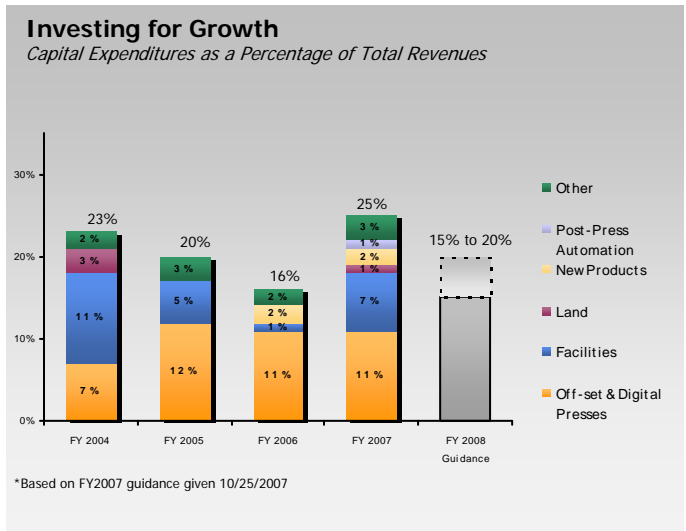
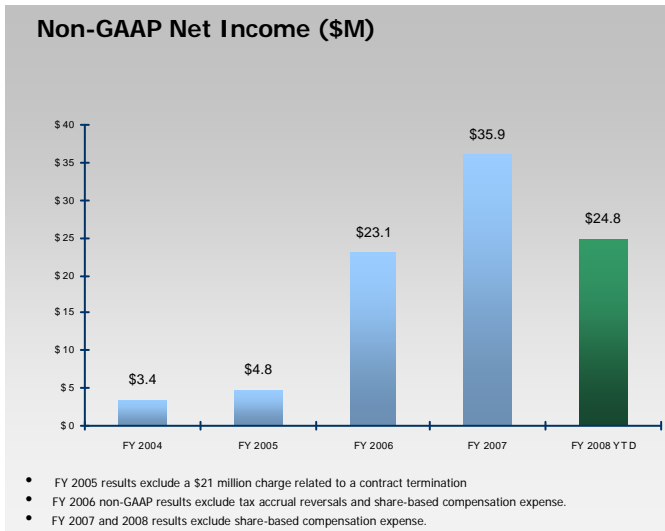
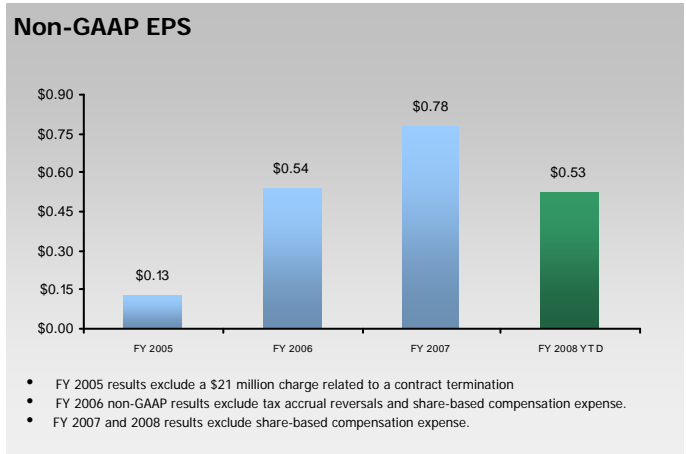
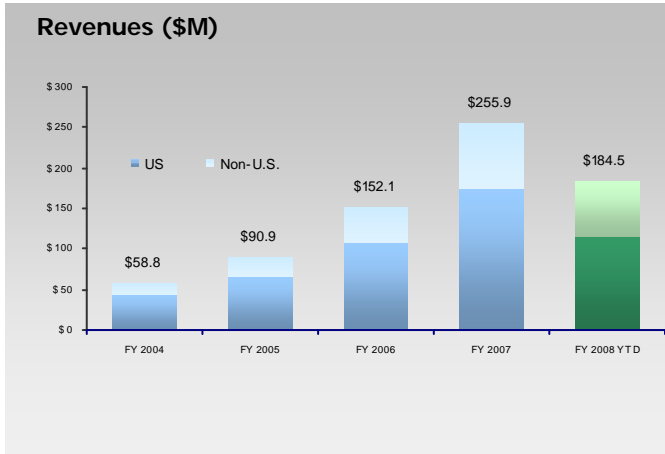
Barriers to Entry

- High daily order volume enables significant scale and cost advantages
- Growing brand awareness
- Complex software and 16 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



VistaPrint Growth Oriented Model

- Grow as fast as we can for as long as we can
- Deliver against strong profit and EPS growth objectives
- Re-invest additional earnings potential back into the business



Key Operating Metrics

	Revenue (\$M)	% of Revenue from Non-US Markets	Web Sessions (M)	Conversion Rate	Average Order Value (AOV)	Cumulative Customers	Approximate New Customer Acquisitions (K)	Repeat Customer Bookings
FY04 Q3	16.2	23%	12.2	4.7%	\$28.36	3.4	330	51%
FY04 Q4	16.5	25%	13.6	4.2%	\$28.04	3.7	329	52%
FY05 Q1	17.9	26%	14.3	4.4%	\$27.91	4.1	351	54%
FY05 Q2	21.1	29%	15.6	4.4%	\$29.94	4.5	352	57%
FY05 Q3	25.1	27%	15.8	5.2%	\$29.31	4.9	388	59%
FY05 Q4	26.8	26%	18.6	4.6%	\$29.88	5.3	399	58%
FY06 Q1	28.9	27%	20.2	4.5%	\$30.87	5.5	407	60%
FY06 Q2	36.4	29%	27.8	4.0%	\$31.26	6	450	61%
FY06 Q3	41.6	30%	25.3	5.2%	\$30.16	6.6	528	63%
FY06 Q4	45.3	29%	27.3	5.2%	\$29.85	7.2	564	63%
FY07 Q1	50	30%	27.1	5.6%	\$31.30	7.8	603	64%
FY07 Q2	64	34%	34.3	4.9%	\$35.94	8.5	687	64%
FY07 Q3	69.3	32%	34.9	5.6%	\$33.02	9.3	800	63%
FY07 Q4	72.5	32%	34.9	5.9%	\$32.33	10	850	63%
FY08 Q1	79.5	34%	44.5	5.4%	\$31.71	11	975	64%
FY08 Q2	105.0	39%	53.0	5.4%	\$35.50	12	1,100	63%

