



#### NASDAQ: VPRT

Recent Market Price (06/30/08)	\$26.76
52-Week Range	\$24.78-\$48.60
Shares Outstanding	44.0 million
Enterprise Value	\$1.08 billion
Market Capitalization	\$1.18 billion
Fiscal Year Ends	June 30
U.S. Website	www.VistaPrint.com

**IR Contact:** Angela White  
 Phone: 781-652-6480  
[ir@vistaprint.com](mailto:ir@vistaprint.com)

#### Q4 2008 Operating Performance

(Quarter ended June 30, 2008)

- Approx. 1,200,000 new first-time paying customers
- Approx. 65% of bookings from repeat customers
- Over 33,000 orders per day
- 39% of revenues from non-US markets

#### Q4 FY 2008 Financial Performance

(Quarter ended June 30, 2008)

- Revenue grew to \$110.4 million
  - 52% increase year over year
- GAAP net income of \$10.3 million
  - 91% y/y growth
- Non-GAAP net income of \$15.0 million
  - 61% 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, websites, signage

#### Manufacturing Facilities

- Windsor, Canada
- Venlo, Netherlands

#### Customer Support Operations

- Montego Bay, Jamaica

#### U.S. Operations

- Lexington, Massachusetts

#### European Marketing

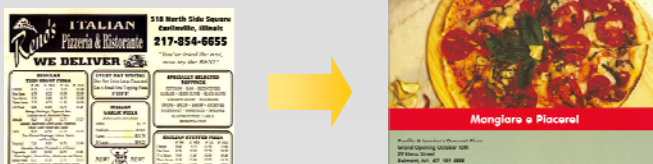
- Barcelona, Spain

#### 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

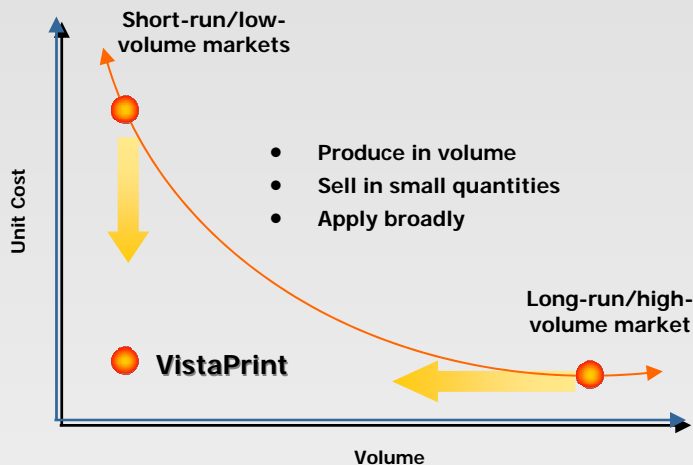
#### VistaPrint Vision

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 production jobs for the SOHO (small-office/home-office) market, a market opportunity of over \$25 billion.



#### VistaPrint Growth Strategy

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

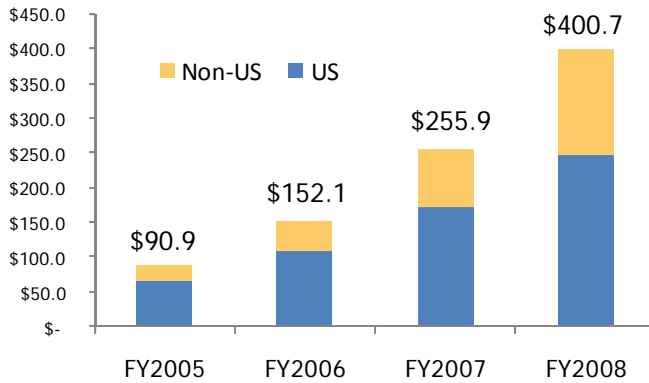
#### VistaPrint Success Strategy

- 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

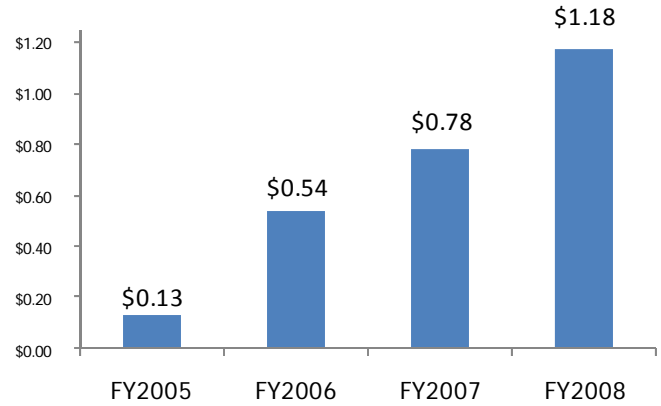
#### Barriers to Entry

- High daily order volume enables significant scale and cost advantages
- Growing brand awareness
- Complex software and 16 US patents granted
- Integrated manufacturing systems and substantial investment
- Internet direct marketing expertise and systems
- International reach

## Revenues (\$M)

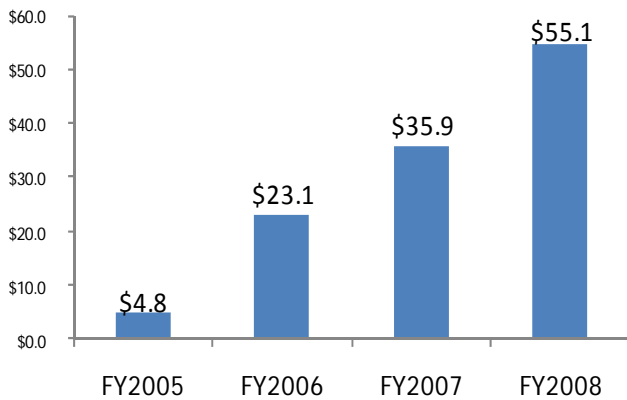


## Non-GAAP EPS



- FY 2005 results exclude a \$21 million charge related to a contract termination
- FY 2006 non-GAAP results exclude tax accrual reversals and share-based compensation expense.
- FY 2007 and 2008 results exclude share-based compensation expense.

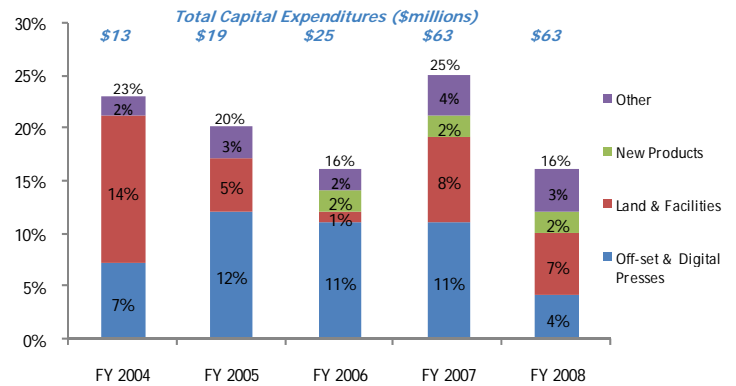
## Non-GAAP Net Income (\$M)



- FY 2005 results exclude a \$21 million charge related to a contract termination
- FY 2006 non-GAAP results exclude tax accrual reversals and share-based compensation expense.
- FY 2007 and 2008 results exclude share-based compensation expense.

## Investing for Growth

Capital Expenditures as a Percentage of Total Revenues



## Key Operating Metrics

Quarter	Revenue (\$M)	% of Revenue from Non-US Markets	Web Sessions (M)	Conversion Rate	Average Order Value (AOV)	Cumulative Customers (M)	Approximate New Customer Acquisitions (K)	Repeat Customer Bookings
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%
FY08 Q3	105.8	38%	47.6	6.4%	\$32.54	13	1,200	64%
FY08 Q4	110.4	39%	47.8	6.4%	\$34.00	14	1,200	65%

