FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| OMB APPROVAL | | | | | | | | | | | | |
|--------------------------|-----------|--|--|--|--|--|--|--|--|--|--|--|
| OMB Number: | 3235-0287 | | | | | | | | | | | |
| Estimated average burden | | | | | | | | | | | | |
| hours per response: | 0.5 | | | | | | | | | | | |

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| Name and Address of Reporting Person* VASSALLUZZO SCOTT J | | | | | 2. Issuer Name and Ticker or Trading Symbol CIMPRESS plc [CMPR] | | | | | | | | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director X 10% Owner | | | | | | |
|---|--|----------------------|----------|-------------------------------|--|---|--|--|-----------------|--|--------------------|--|---|--|-----------|--|---|---|--|
| (Last) 2200 BU | ` | rst) D, SUITE 320 | (Middle) | | | 3. Date of Earliest Transaction (Month/Day/Year) 08/15/2020 | | | | | | | | Officer (give title X Other (specify below) Member of Section 13(d) Group | | | | | |
| | ATON FI | | | | 4. If | Line) X Form filed | | | | | | | | | iled by C | oint/Group Filing (Check Applicable ed by One Reporting Person ed by More than One Reporting | | | |
| (City) | (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned | | | | | | | | | | | | | | | | | | |
| 1. Title of Security (Instr. 3) 2. Transaction Date (Month/Day/N | | | tion | on 2A. Deemed Execution Date, | | 3. 4. Securities | | s Acquired (A) or of (D) (Instr. 3, 4 and | | 5. Amount of Securities Beneficially Owned Following | | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | | 7. Nature of Indirect Beneficial Ownership | | | | | |
| | | | | | | | | Code | v | Amount | (A) or (D) | Price | Reported Transactio (Instr. 3 an | Reported Transaction(s) (Instr. 3 and 4) | | | |) | |
| Ordinary Shares 08/15 | | | 08/15/2 | 2020 | 020 | | M | | 1,071(1) | Α | \$0 | 69,92 | 69,920 | | D | | \Box | | |
| Ordinary Shares 08/15/20 | | | 2020 |)20 | | F | | 515 | D | \$95.31 | 69,40 | 69,405 | | D | | | | | |
| Ordinary Shares | | | | | | | | | | | | 2,17 | 2,174 | | I | | By Scott J. Vassalluzzo Family Accounts ⁽²⁾ | | |
| | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) | | | | | | | | | | | | | | | | | | |
| Derivative Conversion Date Execution Date, Security or Exercise (Month/Day/Year) if any | | | | Transaction Code (Instr. 8) S | | vative urities uired or oosed o) tr. 3, 4 | 6. Date Exerc Expiration Da (Month/Day/Y | | ate | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | | Derivative Security (Instr. 5) Benef Owner Follow Repor | | ities icially d Direct or Indiving (I) (Instanction(s) | | (D) Beneficial Ownership irect (Instr. 4) | | | |
| | | | | | Code | ٧ | (A) | (D) | Date Exercis | sable | Expiration Date | Title | Amount or Number of Shares | | | | | | |
| Restricted Share Units (right to | \$0.0 ⁽¹⁾ | 08/15/2020 | | | M | | | 1,071 | 08/15/2 | 2020 | 08/15/2020 | Ordinary Shares | 1,071 | \$0 | | 0 | D | | |

Explanation of Responses:

- $1. \ Each \ restricted \ share \ unit \ represents \ Cimpress' \ commitment \ to \ issue \ one \ ordinary \ share.$
- 2. These shares are owned directly by investment accounts established for the benefit of certain family members of Mr. Vassalluzzo. The inclusion of these shares in this report shall not be deemed an admission of beneficial ownership for purposes of Section 16 or any other purpose and Mr. Vassalluzzo disclaims beneficial ownership of these shares except to the extent of his pecuniary interest therein.

Remarks:

/s/Kathryn L. Leach, as attorney-in-fact for Scott J.

08/17/2020

<u>Vassalluzzo</u>

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.