

**DEED OF AMENDMENT OF  
THE ARTICLES OF ASSOCIATION  
CIMPRESS N.V.**

(unofficial translation)

Today, [date],

appeared before me, [Manon Anna Justina Cremers], civil law notary in Amsterdam:

[appearing person].

The appearing person declared as follows:

- the articles of association of **Cimpress N.V.**, a public limited company (*naamloze vennootschap*) having its seat in Venlo, its address at Dublin Road, Building D, Xerox Technology Park, A91 H9n9 Dundalk and registered in the trade register under number 14117527 (the "**company**"), were lastly amended by deed executed on the fourteenth of November two thousand and eighteen before M.A.J. Cremers, civil law notary in Amsterdam;
- on [date], the general meeting of the company resolved to amend the articles of association of the company partially;
- furthermore, it was decided to authorize the appearing person to effect such amendment of the articles of association; and
- ./.
- that these resolutions are evidenced by a copy of (an extract of) the minutes of the relevant meeting to be attached to this deed.

Subsequently, the appearing person declared to amend the articles of association of the company partially, in pursuance of the referred resolutions, so:

**Following article 28, a new article 29 will be added which will read as follows:**

**CASH COMPENSATION RIGHT**

**Article 29.**

29. If the company enters into a merger with Cimpress plc, a public limited company incorporated under the laws of Ireland ("**Cimpress plc**") in accordance with the joint merger proposal dated on or about 17 September 2019 prepared by the Board of Directors of the company and the board of directors of Cimpress plc, which merger proposal includes an exchange ratio of one share in the share capital of Cimpress plc in exchange for one share in the share capital of the company (the "**Exchange Ratio**"), the cash compensation for each ordinary share of the company which may be requested by each shareholder who votes against the intended merger in the general meeting (the "**General Meeting**"), due to article 2:333h Dutch Civil Code, is equal to the closing price of an ordinary share of the company on the Nasdaq Global Stock Market on the first trading date immediately after the expiration of a one month period, which period starts the day after the date of the General Meeting.

**Final clause**

This deed was executed in Amsterdam today.

The substance of this deed was stated and explained to the appearing person.

The appearing person declared not to require a full reading of the deed, to have taken note of the contents of this deed and to consent to it.

Subsequently, this deed was read out in a limited form, and immediately thereafter signed by the appearing person and myself, civil law notary, at