July 26, 2017

Dear Investor,

As a complement to our upcoming investor day on August 8, 2017, and to our quarterly earnings release and our other SEC filings, I write you this annual letter to summarize Cimpress' capital allocation philosophy, the evolution of our strategy, the financial characteristics of our investments past and future, and our views as to the underlying ("steady state") cash generation capabilities of our company.

The structure of this letter is as follows:

We hope that, by reading this letter and attending our investor day, you will achieve a clear understanding of Cimpress' goals and a transparent view into the successes and failures that we have had on our continuing journey to build a transformational and enduring business.

Our Objectives, Strategy and Organizational Structure

Our uppermost objectives are as follows:

- Strategic: To be the world leader in mass customization
  By mass customization, we mean producing, with the reliability, quality and affordability of mass production, small individual orders where each and every one embodies the personal relevance inherent to customized physical products.

- Financial: To maximize intrinsic value per share ("IVPS")
  We define intrinsic value per share as (a) the unlevered free cash flow per share that, in our best judgment, will occur between now and the long-term future, appropriately discounted to reflect our cost of capital, minus (b) net debt per share.

These objectives and Cimpress' vision of empowering millions of people to make an impression are unchanged from the last two years. If we execute well against them we should create significant value for all of our constituents: customers, team members, long-term shareholders, debt investors and society. Similarly, our target market, technologies, marketing methods, core business model, and many other aspects of our business remain consistent with what we have pursued for the past several years.

That being said, we have made some meaningful changes to the organizational structure through which we expect to deliver against our vision and objectives. On January 25, 2017, we announced plans to decentralize Cimpress' organizational structure to improve accountability for customer satisfaction and capital returns, to simplify decision-making, to improve our speed of execution, to develop our cadre of general managers, and to preserve and release entrepreneurial energy. Along with this announcement, we noted that "Cimpress intends to implement these changes to accelerate progress toward its established vision, strategy, and long-term objectives, all of which remain unchanged." The consistency discussed in the previous paragraph illustrates that we got most of that statement right. However, as we have decentralized, and as we went through our annual planning process for the upcoming fiscal year 2018, it became clear to us that the organizational changes we implemented following the January 25 announcement are, in fact, best described as a strategic change.

Given the consistency in most parts of our business, one might wonder if this is just a question of semantics. Nonetheless we describe our evolution as a strategic change so that we can more effectively communicate, to our more than 10,000 team members across the globe, the degree to which we want to operate differently. Since it is important that investors in Cimpress' equity and debt also understand this evolution of our thinking, the remainder of this section provides context on our recent strategic history and how we describe our revised strategy.

From fiscal year 2015 to fiscal year 2017, Cimpress' corporate strategy centered on building a mass customization platform (the "MCP") that would act as an interface layer between our customer-facing business units that were distinct and separately managed from our fulfillment operations. We furthermore pursued significant centralization of global functions such as, but not limited to, human resources, finance, technology operations, legal, market research, strategy, product management and graphic design services. A major objective of our prior strategy was to use scale advantage to drive competitive advantage. Our prior strategy had some significant benefits. It exposed us to customer needs well beyond Vistaprint, teaching us that the potential market for mass customization is very large, with diverse and evolving segments, product categories, go-to-market methods, business maturity levels, technologies and opportunities. We learned that we must fight to deliver greater customer value in the face of competition from many small, nimble, customer-focused competitors. Through internal investments and via M&A, we brought into Cimpress a number of smaller, fast-moving, rapidly growing, customer-focused businesses of our own. We identified common technology and procurement functions where there are clear opportunities for scale-based synergies across our businesses, some of which we have already begun to exploit.

Despite these benefits, as we implemented our fiscal year 2015 to fiscal year 2017 strategy we faced significant side-effects and issues of centralization. Frankly stated, the complexity, bureaucracy, slowness, uniformity and cost of centralization far outweighed the potential advantages. We made numerous adjustments in fiscal year 2016 and fiscal year 2017 to address these issues. However, in the end we needed to go further. We have changed our strategy because the experience of the past several years led us to the conviction that a decentralized organization has the best chance to achieve Cimpress' uppermost objectives of mass customization leadership and maximum IVPS. Our corporate strategy is now as follows:

> *Cimpress invests in and builds customer-focused, entrepreneurial, mass customization businesses for the long term, which we manage in a decentralized, autonomous manner. We drive competitive advantage across Cimpress by investing in a select few shared capabilities that have the greatest potential to create company-wide value. We limit all other central activities to only those which absolutely must be performed centrally.*

Upon first reading, our new strategy may surprise people who may be accustomed to strategies that are based in core competencies or customer needs. Of course, there are strong competency-based and customer-based strategies within each of our autonomous businesses. But at the Cimpress corporate level, we have intentionally crafted our strategy statement to convey a revised vision of where and how we want our corporate center to operate.

In function of our revised strategy, we have made or plan to make a number of significant changes to how we run Cimpress.

First, as described in our January 25, 2017 announcement, we have decentralized our operations by transferring approximately 3,000 team members who were part of central teams into our businesses. We reduced the scope of certain other roles and functions that were previously performed centrally, which led to the termination of approximately 135 employees, and reduced planned hiring in targeted areas. Compared to six months ago, Cimpress now manages only a few select capabilities centrally and the teams responsible for these activities are focused on activities where centralization can drive the most value or which can only be done at the corporate level. The following are the most prominent examples of what we still centrally manage:

a. The global procurement capabilities for major categories of commodities, shipping services and capital equipment which were previously embedded in our prior, much broader, manufacturing and supply chain organization;
b. The capital allocation and SEC reporting activities which were previously embedded in our prior, much broader, finance organization; and
c. The mass customization platform ("MCP") standards and micro-services-based software components which were previously embedded in our prior, much broader, MCP organization.

Second, we are modifying our internal financial management systems to more tightly align reporting with our decentralized organizational structure, capital allocation process and a return-on-capital mindset. We are establishing per-operating-unit balance sheet and cash flow statements. We have changed the primary financial metric that we use to set our annual internal budgets from net operating profit to unlevered free cash flow. This change will directly align our management teams with part "(a)" of our above-described definition of intrinsic value per share. We remain early in the process of making these changes to our internal financial management systems but hope to make substantial progress by the end of fiscal year 2018.

Third, we have narrowed the focus of our MCP. Prior to January 2017 we envisioned an opaque platform across which central software, graphic services, manufacturing and supply chain teams would drive new product introduction and route orders to the production facility with the best combination of cost, speed and quality for a given order of a given merchant. As noted, most of those functions have been decentralized and are no longer part of the MCP nor are they shared across our businesses.

Under our revised strategy, only a growing set of shared standards and technology services constitute the current and future MCP. Lego blocks serve as an analogy of how we are building the MCP. This is not a change from our prior MCP software architecture but it is important to understand because, like other parts of our strategy going forward, our architecture seeks to enable versatility and nimbleness. Lego blocks come in many shapes, colors and sizes, yet every block conforms to a set of interface standards which enable users to combine the blocks into a nearly infinite variety of structures. In the Cimpress analogy, Lego blocks and/or combinations of blocks represent multi-tenant software micro-services which we are developing to fulfill the needs of Cimpress businesses.

We think this narrowed focus increases the MCP's value creation potential by speeding up the delivery of value to our businesses and customers. Our decentralized businesses are actively involved in defining and evaluating the functionality of new or improved Lego blocks so as to ensure the delivery of tangible business value. Once deployed, these same building blocks become available and reusable by any of our businesses, not just the original recipient. Our plan for the MCP is for it to grow based on use cases chosen and defined by decentralized Cimpress businesses. Over time, as more and more of these Lego blocks are deployed, it should become easier, faster and lower cost for additional parts of Cimpress to use these blocks to plug into what will be a continually growing network of supply chain, product selection, technology components and related services. The totality of these Lego blocks and their associated interface standards is what constitutes the Cimpress MCP.

Even though the scope of the MCP and the size of the central team building the MCP is narrower than before, the MCP technology development that we have completed to date is directly relevant and valuable to our current strategy. Since fiscal year 2016 we have broken up much of our former monolithic software and built many foundational components and standards for our platform. In fiscal year 2017 we activated and began to scale the platform to deliver some initial but still small synergies and we proved out the robustness and the scalability of our systems. In fiscal year 2018 and beyond we expect to begin to realize significant benefits. Our MCP technologies, including the low-friction market system for transactions which they are being built to enable, can increasingly be used by our businesses to transact with each other and with third-party fulfillers to introduce new products, improve the user experience related to their products, and improve their fulfillment capabilities (quality, delivery speed, reliability, scalability, cost, etc.).

Organic Growth Performance & Expectations

A large opportunity exists for major markets to shift to a mass customization paradigm and, even though we are organizing in a much more decentralized manner, we still believe that relative scale is a major source of competitive advantage for Cimpress. For these reasons we plan to continue to make significant value-enhancing growth investments. We do not pursue growth for growth's sake: we fully understand that if growth were to result from investments that return below our cost of capital then that growth would destroy value.

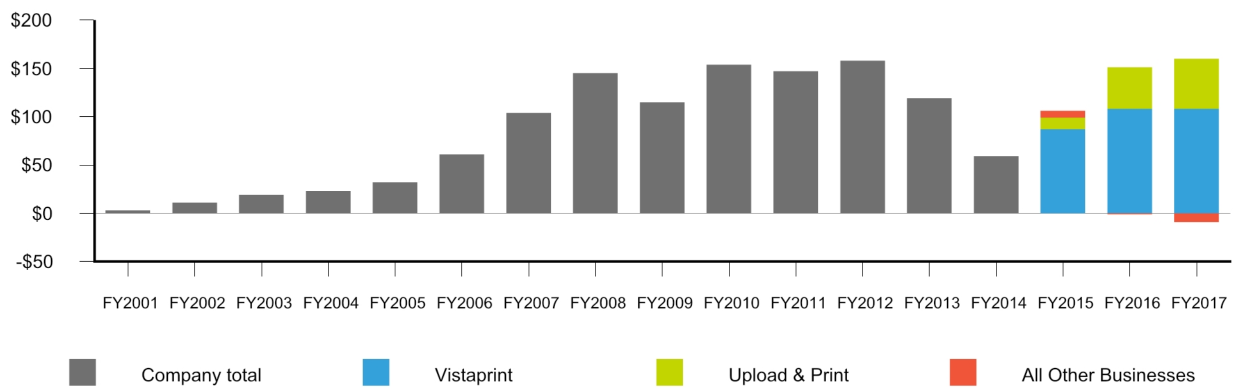
Given our belief that we can make attractive returns by growing the business with organic investment, and given our very substantial investments to do so, our organic growth is an important indicator of our performance. Starting in fiscal year 2012 we ended what we consider, in retrospect, to have been a multi-year period of underinvestment in our business, and we embarked on a multi-year increase to investment levels in order to revitalize organic revenue growth. While our efforts to revitalize growth have taken longer than our original aspirations, we are now seeing positive results from past investments and expect to see additional benefits in the form of greater value-creating growth than we would have had without these investments.

The graph below illustrates that the absolute annual value of our organic growth slowed considerably in 2013 and 2014. We believe that this was a result of underinvestment during the previous five or so years combined with significant growth "headwinds" as we moved Vistaprint away from a customer value proposition which was characterized primarily by free offers that we combined with aggressive up-selling and cross-selling. In the past few years, as the benefits of its repositioning started to take hold, we believe that Vistaprint has begun a multi-year return to stronger growth levels. In addition, the newer parts of our business, especially our Upload and Print reportable segment, are now contributing materially to Cimpress' consolidated growth. In fiscal year 2017 our total annual incremental organic constant currency growth across all segments was approximately $151 million[1]. In terms of percentage growth rate, Cimpress posted an 8% organic constant currency growth rate for fiscal year 2017[2], a deceleration versus our 2016 results due in part to the loss of certain partner revenue as previously

[1] Fiscal year 2017 reported incremental revenue was $347.4 million in USD, including acquisitions as of their respective acquisition dates.
[2] Fiscal year 2017 reported revenue growth was 19% in USD, including acquisitions as of their respective acquisition dates.

described. A few notes about the graph below: In order to remove the impact of volatility in currency markets, we present each fiscal year 2015 through 2017 using currency exchange rates as of June 30, 2017 which we provide for your reference in the Non-GAAP Reconciliations section of this letter. We also exclude from this graph the growth impact of acquisitions which we have held for less than four full quarters in each fiscal year presented in the chart.

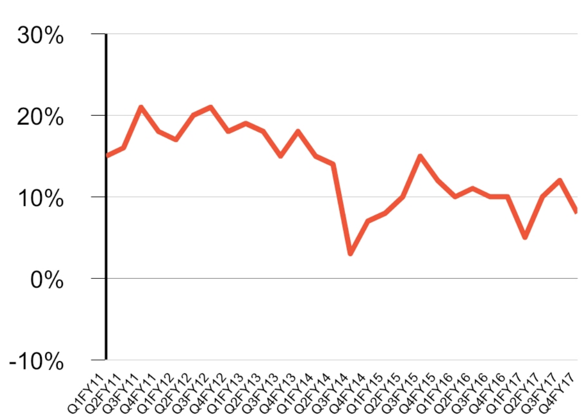
Incremental Organic Revenue (Annual, USD millions)
FY2015 - FY2017 use currency exchange rates from June 30, 2017



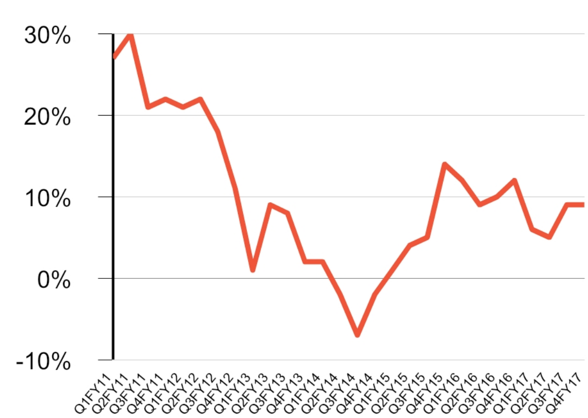
In terms of geographic markets, annual organic constant currency revenue growth in fiscal year 2017 was 7% in both Europe and North America versus 10% in fiscal year 2016; and 19% for the total of our other markets (Brazil, India, Japan, Australia and New Zealand) in both 2017 and 2016[3]. The charts below illustrate our year-over-year quarterly organic constant currency growth in Europe and North America. Please note that our individual businesses are growing at various rates across markets, not at the weighted average Cimpress growth shown in the following graphs.

Organic Constant-Currency Revenue Growth Rate
Each data point excludes any acquisition that was not owned during the prior-year comparable quarter

North America



Europe



[3] Fiscal year 2017 reported revenue growth in USD in Europe, North America and other markets was 22%, 16%, and 33%, respectively. This includes acquisitions as of their respective acquisition dates. Please see reconciliation of non-GAAP measures at the end of this letter.

In the Non-GAAP Reconciliations section of this letter you will find similar charts that illustrate the year-over-year reported revenue growth for the same periods (i.e., in U.S. dollars, inclusive of the acquisitions and joint ventures as of each transaction's close date).

We describe below our general view as of today regarding the organic constant-currency revenue growth potential of our reportable segments with the important caveat that we are not targeting any specific revenue growth rates for any particular quarter or year. We continue to expect that our reporting segment and consolidated growth rates will fluctuate from quarter-to-quarter or year-to-year as they have done historically. The following estimates reflect our expectation that, as we strengthen our capabilities throughout the organization in terms of measuring and improving returns on capital, our front-line teams in our businesses will become more aware of and accountable for the pursuit of only value-accretive growth and that the resulting decisions would dampen revenue growth but improve value growth.

- Our Vistaprint business grew by 9% for fiscal year 2017 on an organic constant-currency basis, a deceleration from 10% growth in the prior fiscal year influenced by our reduction in shipping prices[4]. We continue to believe this business has the eventual ability to consistently grow at low double-digit rates in the future.

- For our Upload and Print reportable segment, constant-currency revenue growth was 13% in fiscal year 2017 on an organic basis[5]. The organic growth rates of the various businesses within this segment vary significantly. We continue to expect the growth of some of the faster-growing businesses to moderate over time but we expect continued double-digit growth for these business units for the foreseeable future.

- The National Pen business is new to Cimpress as a result of our acquisition which closed on December 30, 2016. On a pro forma basis, if we had owned National Pen for all of fiscal year 2016 and fiscal year 2017, constant-currency revenue growth would have been 2%, adjusting for discontinued operations[6]. Revenue was depressed by National Pen's decision to reorganize marketing roles and activities and curtail marketing investment which was not generating attractive return on investment. We expect single-digit growth for National Pen in fiscal year 2018.

- The growth rate for our All Other Businesses reportable segment was suppressed in fiscal year 2017 because significant partner contracts in both our Albumprinter and Corporate Solutions businesses ended in fiscal year 2016 and because our fast-growing MoW businesses remained relatively small. As we have now fully lapped the loss of partner revenue we expect double-digit organic constant-currency growth for this segment for the next several years. Given that Cimpress has signed a definitive agreement to divest our Albumprinter business, we plan to exclude Albumprinter revenue from our year-over-year organic revenue growth comparison in fiscal year 2018 so that investors can better understand the growth of the remaining businesses in this reporting segment.

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[4] Vistaprint reported growth in USD was 7% in fiscal year 2017 and 6% in fiscal year 2016.
[5] Upload and Print reported growth in USD was 36% in fiscal year 2017 and 120% in fiscal year 2016, inclusive of all acquisitions as of their transaction dates. Please see reconciliation of non-GAAP measures at the end of this letter.
[6] National Pen's fiscal year 2017 revenue growth including the discontinued operations would have been -1%.

Capital Allocation Philosophy & Categories

I wish that I had figured out the importance of capital allocation many years ago, but the reality is that Cimpress is just now entering our fourth year of making capital allocation an explicit focus area of our management routines so we are still learning and revising our internal processes. But better late than never: as CEO, founder and a significant shareholder, I now spend a major amount of my time on activities related to capital allocation and consider it a critical responsibility.

We group our corporate-level capital allocation into the following broad categories and consider our capital to be fungible across all of them. We can deploy capital via organic investments, share repurchases, acquisitions and equity investments, debt reduction, and the payment of dividends. Please note, however, that we do not intend to pay dividends for the foreseeable future. Our sources of capital are the cash we generate from our business, the issuance of debt, the issuance of equity, and the divestiture of assets.

We define corporate-level deployment of capital as any investment of money that we expect to require more than twelve months to return the value of the invested capital. All of our references to corporate-level Cimpress capital deployment, including all figures in the tables and graphs that are part of this letter, should be interpreted as referring only to corporate-level capital allocation as so defined. We delegate to our operating units (and do not seek to manage centrally) capital allocation decisions which our operational executives expect to pay back in less than twelve months. We then hold each operating unit accountable for delivering an aggregate level of cash flow that (a) takes into account the negative cash flow from corporate-level capital allocation, and (b) is net of any short-term payback investments they chose to make on a decentralized basis.

We estimate our weighted average cost of capital ("WACC") to be 8.5%. We seek to have a weighted average return on our portfolio of deployed capital, net of failures, that is materially above our WACC. In support of this objective, we vary hurdle rates based on our judgment of the risks to various types of investment. For example, we typically use a 25% hurdle rate for investments in our Most of World group (i.e. China, Brazil, India and Japan) but only 10% for highly predictable investments located in Europe, North America or Australia such as the replacement or upgrading of capital equipment.

Since we evaluate our intrinsic value per share in US dollars we hold ourselves responsible for long-term, consolidated ROIC results that are also denominated in US dollars. That being said, we hold our businesses accountable to delivering financial results only in terms of the currencies that are most relevant to those businesses. This is because we believe that, over the long term, most currencies will fluctuate both up and down relative to the the US dollar and that, on average and over the long term, those fluctuations will neutralize most of the impact of shorter term currency volatility. We then seek to reduce short- and medium-term currency volatility at an aggregate level either naturally or with our hedging program so that we have time to react to significant changes, in particular for our debt covenants.

At the time of any given investment, we expect to deliver a return that is above its hurdle rate (preferably well above). That being said we recognize that a portfolio of investments that exceeds WACC does not necessarily mean, by itself, that we have made good capital allocation decisions. We need to compare our returns against the opportunity cost of potentially higher returns that might have come from deploying the same capital into even higher-returning opportunities. This more stringent, and we believe more relevant, measure of capital allocation performance clarifies the often painful cost of mistakes.

As an example, for much of fiscal year 2012 and fiscal year 2013 our share price was trading under $40 per share. With the benefit of hindsight we recognize that, for the capital we used for our Namex, Webs and Albumprinter acquisitions, we could have generated very strong returns if we had instead repurchased our own shares. We can also make mistakes when we raise capital. For instance, in 2005 we issued 5.5 million shares for just $11 per share as part of our initial public offering even though we did not need the money at the time and, even if we had, could have raised the same amount of capital via debt instruments. Our improved understanding of the true cost of equity issuance is a central reason why our share-based compensation vehicles now incorporate performance mechanisms that directly link potential payout and its associated dilution to the equity returns which Cimpress delivers to long-term shareholders after such dilution.

We strive to continuously improve our capital allocation and performance-tracking capabilities. Over the past year we strengthened our ability to track investments and to measure their returns and we plan to make further improvements in the coming year. Our recent organizational decentralization should further improve our ability to hold ourselves, and individual teams, accountable for driving these returns. As much as we would prefer to never make capital allocation errors, we believe that innovation and risk taking are critical to value creation so we do not seek to avoid investment risk nor are we able to prevent failure at the level of individual investment projects or other capital allocation decisions.

The next section of this letter reviews our various categories of Cimpress' capital allocation: organic investment; share repurchase and issuance; acquisitions, equity investments and divestitures; and debt issuance and repayment.

Organic Investment

We continue to make investments across a wide spectrum of activities. These range from large, discrete, projects that we believe can provide us with materially important competitive capabilities and/or market positions over the longer term to smaller investments intended to maintain or improve our competitive position and generate value-creating revenue.

The following tables summarize the allocation of capital to organic investment that we made in fiscal year 2017, grouped by reportable segment. We no longer report our organic investments in the broad "Major Organic" and "Diverse Other" investment categories that we used previously since we have stopped looking at them this way internally. Our Columbus investment in promotional products and decorated apparel and a substantial portion of investment that we previously categorized as part of our mass customization platform investment now fall into the Vistaprint segment.

Vistaprint			
Investment Area	**Description**	**FY17 Unlevered Free Cash Flow Net Investment**	**FY17 OI/ Adjusted NOP Net Impact**
Columbus	This category includes the net investment for Vistaprint's offering of promotional products, apparel and gifts that we developed as part of the "Columbus" project in prior years, inclusive of advertising, service and management costs directly related to the project, since the team members delivering on this offering are now part of Vistaprint. Note that starting in fiscal year 2018, Columbus investments will be incorporated into other categories below such as product selection, advertising or technology.	$26M	$26M
Product Selection	We consistently introduce new products and expand the selection of product attributes (such as formats, substrates, finishing options, delivery speeds, available quantities, etc.).	$18M	$19M
Expansion of Production and IT Capacity	This comprises capital expenditures and similar upfront investments to expand or improve our capacity for established products with relatively knowable demand expectations.	$12M	$1M
LTV-based Advertising	Based on analysis of the cash flow characteristics of prior cohorts of acquired customers, we regularly invest in customer acquisition costs that require more than twelve months to pay back. Note that this net investment reflects mix shifts in our product and service offering. We also include here a portion of our internal marketing costs that support these activities.	$63M	$66M
Technology	Vistaprint differentiates itself in the market by an extensive set of technologies, such as but not limited to browser-based design, cross-selling, customer service systems, design-assistance, merchandising and analytics, and we regularly upgrade that technology. Note that technology for the manufacturing and supply chain capabilities that exclusively serve Vistaprint are also now included in this category.	$40M	$37M
Shipping Price Reductions	This is our estimate of the net impact of reducing the prices we charge our customers for shipping their custom products. Our goal is to get to and stay at pricing that is in line with e-commerce norms.	$19M	$19M
Other	This category includes headcount and related costs to enable scalability and to improve performance, as well as miscellaneous small investments. We often seek to “hire ahead of the curve” the talent that works in our technology, manufacturing, service, marketing, finance, legal and other functions. In other words, we employ people and build systems that we need to grow the business further, but which we would not need if we were to stay in a steady-state mode. This category also included, for fiscal year 2015 only, replacement capital expenditures, which we subsequently determined were investments that generally pay back in less than 12 months, so were excluded from fiscal year 2016 forward.	$27M	$23M

Upload and Print			
Investment Area	**Description**	**FY17 Unlevered Free Cash Flow Net Investment**	**FY17 OI/ Adjusted NOP Net Impact**
Various Investments	This includes a broad array of technology, advertising, product selection and production capacity investments. We are making BU-specific and shared technology investments to modernize and modularize our software systems. This includes enabling more rapid new product introduction and connecting to and leveraging the mass customization platform. This also includes our investment in a team of professionals to find and manage shared opportunities across our Upload and Print businesses.	$25M	$18M

National Pen			
Investment Area	**Description**	**FY17 Unlevered Free Cash Flow Net Investment**	**FY17 OI/ Adjusted NOP Net Impact**
Various Investments	This category would typically include a wide array of relatively small investments, and we expect to make such investments in fiscal year 2018. However, during our first six months of ownership we made no investments that we estimate have a greater than 12 month payback.	$0M	$0M

All Other Businesses			
Investment Area	**Description**	**FY17 Unlevered Free Cash Flow Net Investment**	**FY17 OI/ Adjusted NOP Net Impact**
Most of World (MoW)	This category represents the cost of our expansion into Japan, China, Brazil, India and, possibly in the future, to other parts of the world other than North America, Europe or Australia/NZ. Equity investments that we have made in MoW are also discussed below under the category of "M&A and Similar Equity Investments".	$29M	$25M
Corporate Solutions	The objective of our Corporate Solutions team is to serve third-party merchants and mid- and large-size businesses. We are investing in technology, business development, sales, marketing and customer support teams. Corporate solutions goes to market via the Vistaprint Corporate and Cimpress Open brands and via private-label partnerships. This investment does not include the year-over-year profit reduction that resulted from the previously described wind-down of our partnership with Staples even though the Corporate Solutions team managed that partnership.	$9M	$8M
Other	This category contains miscellaneous other investments to expand Cimpress into new markets, products, services or geographies that do not clearly fall into one of the other categories. This category also includes Albumprinter through completion of our anticipated (early fiscal year 2018) divestiture.	$8M	$8M

Central Investments			
Investment Area	**Description**	**FY17 Unlevered Free Cash Flow Net Investment**	**FY17 OI/ Adjusted NOP Net Impact**
Mass Customization Platform	Please note the discussion in this letter regarding the narrowed focus of the MCP. We classify elsewhere (primarily in Vistaprint) costs that we would have previously included in the MCP category but which are not part of the narrowed focus.	$24M	$25M
Other	Other centrally managed investments are in this category, including headcount and operating expense for certain corporate and administrative functions, compliance, and centrally funded environmental, social and governance programs.	$17M	$18M

Share Repurchase and Issuance

We consider share repurchases to be an important category of capital deployment. We make our share repurchase decisions by comparing the increase to intrinsic value per share that we believe we would gain from a share repurchase against the increase we believe we would gain from deploying the same amount of capital to other investments. Over the past nine years we allocated $722 million of capital to repurchase 19.4 million shares at an average price per share of $37.16, inclusive of commissions. That nine-year total includes, for fiscal year 2017, $50.0 million of capital with which we repurchased 0.6 million shares at an average share price of $84.22, inclusive of commissions.

We have repurchased and issued, and may also in the future repurchase or issue, shares to cover obligations under our equity compensation plans, for acquisitions or similar transactions, and other valid corporate purposes. To date, our primary reason for share issuance has been to motivate and retain key employees via share-based compensation ("SBC"). Last year we proposed to our shareholders, and they approved, an SBC vehicle that provides substantial financial rewards to our senior team members if and when Cimpress succeeds in growing our intrinsic value per share (“IVPS”). Since estimating IVPS requires subjective judgments about Cimpress’ returns on invested capital over the very long-term future, for the purposes of SBC performance measurement the vehicle uses what we believe to be an independent proxy of the multi-year trend of changes to our IVPS: the compounded annual rate of growth of our share price over a six to ten-year period. To reduce the impact of short-term share price volatility we measure this change using the average share price over a trailing three-year period.

When we issue shares, we are willing to do so at prices that are at or below our estimate of our intrinsic value per share if we believe the return for the investment of the capital from the equity issuance will be higher than any loss of value by issuing shares below their intrinsic value. Our choice to repurchase or issue shares is guided by the above principles and by a variety of other debt covenant, securities and legal subjects. Because of the complexity of these criteria, periods in which we issue or buy back shares, or in which we do not do so, should not be considered as an indication of our views on our intrinsic value per share relative to the share price.

Acquisitions, Equity Investments and Divestitures

Acquisitions are risky investments that, if successful, can produce strong returns and fortify our competitive position. We believe that partial equity investments, be they majority or minority positions, can also be attractive under the right circumstances since such structures may help us to motivate and retain co-owners and/or partners who are important to driving strong performance. We may also divest and/or sell all or a portion of the equity of certain businesses when we believe our capital can be more productive elsewhere.

Looking back at the last six years of M&A, we have learned a lot and have used those insights to develop more rigorous deal screening, negotiation, due diligence, integration processes and talent retention mechanisms which we believe will improve our odds of success. For each acquisition or equity investment, we typically seek to earn a projected return at the time of the deal at least equal to our cost of capital using reasonable assumptions of the stand-alone business. In addition, we typically expect to extract revenue and cost synergies such that our ultimate returns per deal equal or exceed a 15% return on capital hurdle. For acquisitions, equity investments and joint ventures outside of Europe, North America and Australia, we typically use a 25% return on capital hurdle to reflect the materially higher risk typically associated with those markets.

The following are our views on all acquisitions and equity investments that we have made in the past six years, net of cash acquired:

- National Pen: $211 million, inclusive of costs of transfer of intellectual property, in fiscal year 2017
  We believe National Pen has unrivaled supply chain, manufacturing and marketing capabilities for customized pens and other promotional products which deliver unique customer value through a broad, deep product line and low minimum order quantities. Since closing this transaction on December 30, 2016 we have achieved significant cost synergies and we have made initial connections of National Pen to our mass customization platform by which we plan to enable the sale of its products via other Cimpress brands. Revenue in the first six months of our ownership fell relative to the same period in the year prior to our ownership. This was because National Pen discontinued certain operations, reorganized its marketing team, and cut back on marketing campaigns that had unattractive returns on investment. National Pen is currently implementing changes that should re-expand the opportunities for attractive marketing investment, and we expect National Pen to return to solid single-digit growth in the coming fiscal year. Although we remain early in this investment, we believe that returns will meet or exceed our expectations at the time of the investment.

- Upload and Print: €459 million between fiscal year 2014 and fiscal year 2017
  This reportable segment consolidates our past acquisitions of WIRmachenDRUCK, Tradeprint, Alcione, Druck.at, Exagroup, EasyFlyer, Pixartprinting and Printdeal. The performance of the individual acquisitions in this segment has varied greatly. Two businesses have performed below what we expected at the time of our investment, others have been approximately in line with our plans, and others have performed well above their respective deal models.

  In order to avoid publicly disclosing business-specific information which we believe to be competitively sensitive, and because we judge our financial and strategic performance of these businesses as a portfolio, we provide more detailed commentary only on the consolidated view of this reportable segment as a group.

  For fiscal year 2017, this reportable segment generated approximately €53 million in unlevered free cash flow (net of reductions to reflect partial equity ownership of Exagroup), which is approximately 12% of the €459 million of consideration we have paid to date[7]. As noted in the prior section, we allocated capital of approximately $25 million USD to this segment in fiscal year 2017, of which only a minimal portion we believe to be necessary for maintaining steady state free cash flow. We also feel confident that the revenues and free cash flow of this segment will grow at attractive rates. These factors give us confidence that our investments will generate returns that are comfortably in excess of our 15% hurdle rate for equity investments.

- Printi: 49.99% share acquired in fiscal year 2015 for $18 million
  This business, the leading upload and print business in Brazil, continues to develop strongly and we are happy with our investment. In the quarter ending June 30, 2017 we signed a definitive agreement with two co-founders of Printi by which Cimpress will defer a previously agreed contractual call-right that would have otherwise increased our shareholding to 90% in the second half of fiscal year 2018. Under the revised agreement, Cimpress deferred a 100% ownership position to as late as 2023. As a result of the new agreement, the co-founders will remain as co-CEOs of Printi, whereas under the prior agreement they would most likely have left the company within a year of Cimpress moving to 90% ownership. We believe that retaining these highly talented leaders as co-owners will engage and motivate themselves and the Printi team in a way

[7] The consideration paid to date for Upload and Print businesses excludes any earn-outs not yet paid. Adjusted net operating profit, our GAAP profit measure for segment reporting, was $63.8 million in fiscal year 2017 for the Upload and Print reportable segment. This includes 100% of Exagroup results.

which will translate into greater returns to capital and greater customer value than if we had not forgone our right to increase our share to 90% of Printi next year.

- Albumprinter (€57 million in fiscal year 2012) and FotoKnudsen (€13 million in fiscal year 2015)
  We have entered into a definitive agreement to divest our Albumprinter business, including its FotoKnudsen subsidiary, in the first quarter of fiscal year 2018 for total cash proceeds of approximately €92 million prior to any fees and pre-closing dividends. Although Albumprinter's capabilities clearly fall within the sphere of mass customization, we believe that we can more attractively invest this capital elsewhere. The cash-on-cash annual IRR since our October 2011 purchase, inclusive of the purchase of FotoKnudsen and net of cash dividends that Albumprinter has paid to Cimpress, will be slightly above our WACC if measured in Euros and slightly below our WACC in US dollar terms. As a result, we did not create any intrinsic value over the course of our ownership. That being said, Cimpress has benefited from our investment in Albumprinter in multiple ways which are not counted in our IRR: two senior Cimpress executives came from Albumprinter (Kees Arends, our EVP for the Upload and Print segment and Maarten Wensveen, our Chief Technology Officer) and Albumprinter strengthened the selection of our photo products for multiple other Cimpress businesses. We expect to continue to partner with Albumprinter after the sale of the business.

- Cimpress Japan: $17 million, net, between fiscal year 2014 and fiscal year 2017
  In fiscal year 2017, we acquired the remaining equity of this business bringing our ownership to 100% but retained a distribution partnership with our former joint venture partner, Plaza Create. The above-specified investment amount is net of after tax gains which we made on the purchase and subsequent sale of shares in our former joint venture partner in Japan. We are pleased with the progress of this business and its trajectory toward becoming a growing and profitable business.

- Namex (China): $18 million between fiscal year 2013 and fiscal year 2014
  This investment was clearly a failure that resulted in a total loss when we disposed of our equity interest after discussions with Namex management and our partner in China identified very different visions for the execution of the long-term strategic direction of the entity. We continue to believe in the Chinese market as a long-term opportunity, but we intend to use the hard lessons we learned to take a very different future approach to operating in this country.

- Webs: $141 million, inclusive of costs of transfer of intellectual property, in fiscal year 2012
  The technology and team that we acquired via Webs remains central to and comprises the majority of the technology and talent that drives our Vistaprint Digital product line. This is a strongly profitable revenue stream that generated approximately $59 million in revenues in fiscal year 2017 that is highly cash flow generative and, in absolute terms, is a healthy and attractive business. However, from the perspective of capital allocation and with the benefit of years of hindsight, we believe that the acquisition of Webs was a poor financial investment and use of capital in that we overpaid relative to the DCF of the incremental per-share cash flows that Webs generated in comparison to alternative uses of that capital.

Debt issuance and repayment
We view debt as an important source of capital that, when maintained at manageable levels, helps us maximize intrinsic value per share. Given our fluctuating needs for capital in any one year we often choose to deploy capital to the reduction of debt.

We greatly value our debt investors and believe that Cimpress represents a compelling issuer for bonds and a strong customer for financial institutions. In March 2015 we issued $275 million of senior unsecured notes for which we pay 7.0% interest. Recently, in July 2017, we extended and increased our senior secured credit facility that includes a $745 million revolver and $300 million Term Loan A, both of which bear interest at a rate of LIBOR plus 1.5% to 2.25% depending on our leverage. As of June 30, 2017 we had $876.7 million of outstanding debt on our balance sheet, net of issuance costs.

Our debt covenants give proforma effect for acquired businesses that closed within the trailing twelve month period ending June 30, 2017. Based on our debt covenant definitions, our total leverage ratio (which is debt to trailing twelve month EBITDA) was 3.45 as of June 30, 2017, and our senior secured leverage ratio (which is senior secured debt to trailing twelve month EBITDA) was 2.38.

We believe that calculated entrepreneurial risk taking inherent in our investments is fully compatible with our commitment to maintain conservative levels of debt because each individual investment we make is small relative to our overall financial performance. As we have described in the past, we intend to maintain a conservative leverage profile for the foreseeable future, typically at or below approximately three times trailing twelve month EBITDA as defined by our debt covenants, albeit with possible temporary step-ups beyond three times in order to pursue what we believe to be strongly value-creating acquisitions or other investments. We took an opportunity to make a temporary step-up in fiscal year 2017 to repurchase shares and complete our National Pen acquisition. We are in the process of de-levering and expect to bring our leverage ratio back to approximately 3x by the end of calendar year 2017.

Fiscal Year 2018 Organic Investment Plans

We make capital allocation decisions based on our forecasts of project-specific discounted cash flow. However, to help investors understand our capital allocation in terms that may be important to them, we provide supplementary perspectives by also expressing our investments as reductions to (a) unlevered free cash flow before tax effects and (b) operating income and adjusted net operating profit ('NOP'). The table below lays out our estimate of the amounts of capital that we allocated to organic investment in fiscal year 2017 and the approximate amount we plan to invest during fiscal year 2018. Many of our investments begin to return cash in the same fiscal year as their initial investment so, where practical from a tracking perspective, the investment estimates provided below represent our net investment, not the gross investment. Because we cannot precisely estimate the rate of investment or precisely isolate the returning cash flows of most of our investments, and because we may make changes to our plans during the course of the future fiscal year based on new information we may receive, both actual and plan numbers should be considered only as directional and approximate. Note that the numbers in the tables below are rounded estimates, are not tax effected, and do not include changes to working capital.

Approximate Net Impact of Organic Investments (Millions of USD) on	FY17 Approximate Actual	FY18 Approximate and Rounded Forecast	Increase/ (Decrease) ($)	Increase/ (Decrease) (%)
Unlevered Free Cash Flow (prior to adjustment for tax and working capital impacts)	$317	$270	($47)	(15)%
Operating Income and Adjusted NOP	$293	$255	($38)	(13)%

The next two tables below provide additional details on our capital allocation plans for fiscal year 2018 and approximate historical expenditures for the prior three years using our segment-based categorization. Note that we have not included any restructuring charges from our fiscal year 2017 reorganization in the analysis. Additionally, these investments reflect 100% of investments for businesses that we have partial or full ownership of. For example, we own 49.99% of Printi in Brazil, but we reflect 100% of the investments below within the All Other Businesses segment impact.

Estimated Net Impact on Unlevered Free Cash Flow ($M USD)		FY15	FY16	FY17	FY18 Est.
Vistaprint	Columbus	34	36	26	Included below
	Selection (new products and attributes)	14	8	18	5
	Advertising	65	49	63	65
	Technology	40	26	40	50
	Shipping price reductions	—	3	19	20
	Expansion of production and IT capacity	27	42	12	10
	Other	20	39	27	25
	Total Vistaprint	**$200**	**$203**	**$205**	**$175**
Upload and Print	Various investments	—	2	25	25
	Post-merger integration	6	9	—	—
	Total Upload and Print	**$6**	**$11**	**$25**	**$25**
National Pen	Various Investments	—	—	—	5
	Total National Pen	**$0**	**$0**	**$0**	**$5**
All Other Businesses	Most of World	26	38	29	15
	Corporate Solutions	—	4	9	10
	Other	—	—	8	5
	Total All Other Businesses	**$26**	**$42**	**$46**	**$30**
Central Investments	Mass customization platform	14	27	24	25
	Other	9	7	17	10
	Total Central Investments	**$23**	**$34**	**$41**	**$35**
Total	**Net Impact on Unlevered FCF**	**$255**	**$290**	**$317**	**$270**

Estimated Net Impact on Operating Income and Adjusted NOP ($M USD)		FY15	FY16	FY17	FY18 Est.
Vistaprint	Columbus	25	35	26	Included below
	Selection (new products and attributes)	—	4	19	5
	Advertising	69	51	66	70
	Technology	36	22	37	45
	Shipping price reductions	—	3	19	20
	Expansion of production and IT capacity	6	22	1	—
	Other	24	31	23	25
	Total Vistaprint	$160	$168	$191	$165
Upload and Print	Various investments	—	2	18	10
	Post-merger integration	6	9	—	—
	Total Upload and Print	$6	$11	$18	$10
National Pen	Technology, advertising and other investments	—	—	—	5
	Total National Pen	$0	$0	$0	$5
All Other Businesses	Most of World	22	30	25	20
	Corporate Solutions	—	4	8	10
	Other	—	—	8	5
	Total All Other Businesses	$22	$34	$41	$35
Central Investments	Mass customization platform	15	24	25	30
	Other	14	11	18	10
	Total Central Investments	$29	$35	$43	$40
Total	**Net Impact on OI/Adjusted NOP**	**$217**	**$248**	**$293**	**$255**

Steady State Free Cash Flow ("SSFCF")

We use a concept that we refer to as steady state after-tax free cash flow. We define "steady state" as having a sustainable and defensible business over the long term that is capable of growing after-tax free cash flow per share at the rate of United States inflation. Steady state free cash flow is an estimate that is inherently based on many subjective business judgments and approximations, so you should consider our statements about this concept to be directional range estimates, definitely not specific or precise.

Despite its approximate nature, our SSFCF analysis is important for us and shareholders because the difference between our actual free cash flow and our approximate estimates of our likely range of steady state free cash flow represents an approximate range estimate of the capital which we allocate to organic investments in anticipation of growing the value of our business. We see SSFCF analysis as a helpful input for determining the intrinsic value of our business (as discussed below) as well as a tool to hold us accountable over time to driving returns on our portfolio of past investments.

Some investors have asked if our removal of an estimated range of growth investments in our steady-state analysis implies that growth investments should be "ignored". Our answer is no; we ask investors to understand our investments and to then make their own assessment of their value.

It is important to understand that the maintenance of steady state is not something we protect or favor in our capital allocation processes. As with all capital allocation choices, we seek to make such investments only if we believe that they will both meet or exceed relevant hurdle rates and will be the best choice relative to alternative uses of that capital. We would rather accept that such a portion of our business is mature and declining and use the cash flows that are generated from it to invest elsewhere. The fact that we currently invest large amounts of capital into the maintenance of steady state reflects our belief in the strong returns available to us in our current business.

The table below illustrates our calculation of the high and low ends of our approximate estimate of our likely range of SSFCF for fiscal year 2017.

Million USD - Most numbers in this table are only approximate	**FY17**
Free cash flow	$ 45
Add back cash interest expense*	$ 38
Unlevered free cash flow	$ 83
Adjustment for pro-forma UFCF of the acquisition of National Pen, planned divestiture of Albumprinter and non-steady state working capital change	$ 9
Adjustment for pro-forma impact of January 2017 restructuring	$ 30
Approximate pro-forma unlevered free cash flow normalized for the above items	$ 122
Add back organic investments	$ 317
Pro-forma unlevered free cash flow prior to organic investments	$ 439
Subtract low estimate of investment needed to maintain steady state	$ (99)
High estimate of steady state free cash flow	$ 340
Subtract the increment between the low and high estimates of investment needed to maintain steady state	$ (50)
Low estimate of steady state free cash flow	$ 290

* Excludes cash interest for Waltham, Massachusetts facility lease

This is the third year in which we have provided an approximate estimate of our likely range of steady state free cash flow. We believe that each year we have improved our understanding of, and confidence in, estimates of our investments necessary for maintaining steady state. We expect to continue to improve this analysis over time. We have not tried to retroactively change or narrow the range from our fiscal year 2015 or 2016 analyses. The table below includes the estimates that we made 12 and 24 months ago, along with our estimate for fiscal year 2017. The table also provides each year's weighted average diluted shares outstanding.

Past and Current Approximate Estimates of our Likely Range of Steady State Free Cash Flow (USD Millions) and Share Count (Millions)*

	FY2015 (Estimate made in July 2015)	**FY2016 (Estimate made in July 2016)**	**FY2017 (Estimate made in July 2017)**
High estimate of SSFCF	$385	$351	$340
Low estimate of SSFCF	$210	$271	$290
Weighted average diluted shares outstanding	33.8	33.0	32.6

* High and low estimates of SSFCF are only approximate; weighted average shares outstanding for fiscal year 2017 represent the number of shares we would have reported on the face of our income statement had we been in a profit position for fiscal year 2017 instead of a loss position. The 'basic' weighted shares outstanding reported on our income statement was 31.3 million.

If our capital allocation activities create value then our approximate estimate of our likely range of steady state free cash flow per share should grow over time at an average annual rate which is higher than our cost of capital. As such, this estimated likely range is a measure by which we can evaluate our track record over time. That being said, as I wrote last year, we do not believe that we are ready to draw conclusions from the trend implied by the above data. This is because SSFCF remains a relatively new concept for us that depends on tracking systems, assumptions and judgment which we are internally creating, learning about, and debating about how to improve. We expect that over time we will improve our ability to differentiate between, and measure, growth and maintenance investments.

As our business (or our understanding of our business) changes from one year to the next this will drive corresponding changes to our approximate estimates of our likely range of steady state free cash flow. For example, our fiscal year 2017 calculation of steady state free cash flow accounts for our acquisition of National Pen, our decentralization which eliminated significant ongoing costs, and our plans to divest our Albumprinter business. One could easily argue that some of these adjustments should also be reflected in our estimates of SSFCF for fiscal years 2015 and 2016 now that we know about them; however we do not plan on recasting our prior SSFCF estimates. Instead, we seek to be transparent, explicit and approximate: transparent about where these changes to our estimates occur; explicit about the lack of precision inherent in any calculation of SSFCF; and approximate by providing only range estimates, not specific, SSFCF estimates.

There are also some things that we do not seek to adjust for, or haven't yet adjusted for, in our steady state free cash flow analysis. One example of this is our cash taxes, which fluctuate based on a variety of factors. Of course there are tax implications of the investments we are making but often these tax attributes are deeply linked with the operational and corporate structures required to generate our steady state cash flow. Our cash taxes increased by $30 million in fiscal 2017, a portion of which is non-steady state but none of which is reflected in our steady state calculations. Exactly how much is difficult to estimate, but we do expect our cash taxes to be lower next year.

Our IVPS Modeling Methodology

As noted near the beginning of this letter, we define IVPS as (a) the unlevered free cash flow per share that, in our best judgment, will occur between now and the long-term future, appropriately discounted to reflect our cost of capital, minus (b) net debt per share.

The following table provides our calculation of part (b).

Net Debt Per Share (USD Millions Except Per Share Data)

	FY2015 (June 30, 2015)	FY2016 (June 30, 2016)	FY2017 (June 30, 2017)
Total debt, excluding debt issuance costs	$523	$686	$883
Cash and equivalents	$104	$77	$26
Net debt (total debt minus cash and equivalents)	$419	$609	$857
Adjustment for estimated proceeds from sale of Albumprinter*			$(107)
Pro-forma net debt			$750
Weighted average diluted shares outstanding	33.8	33.0	32.6
Pro-forma net debt per share	$12.40	$18.45	$23.01

* USD estimate made using July 25, 2017 USD/Euro spot rate of 1.1655

We use our SSFCF analysis as an input into one method by which we estimate part (a) of our IVPS definition (the other method being traditional long-term DCF models). We estimate the pre-debt value of a single share of Cimpress to be equal to:

(i) unlevered steady state free cash flow per share divided by our WACC;
plus
(ii) the per share net present value of future expected returns on the capital not required to maintain our steady state that we have allocated in the past and may allocate in the future.

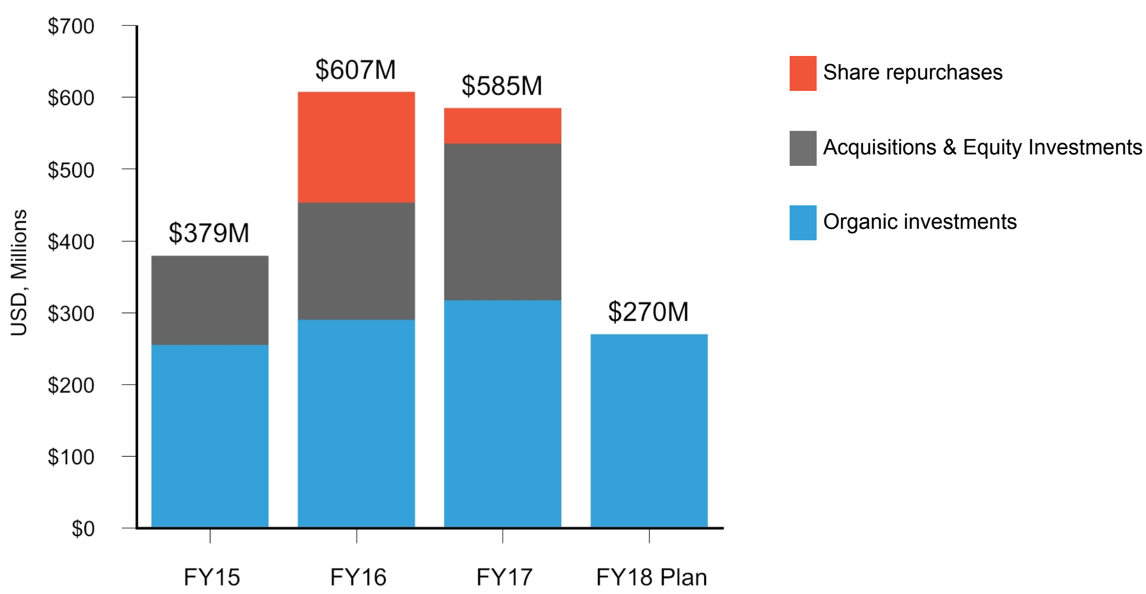
The difference between the organic investments that we make to maintain steady state and the total organic investments represents the organic investment component of item (ii) above.

Be it via such organic investments, or via other categories such as acquisitions or share repurchases, a major portion of our estimate of intrinsic value per share derives from our belief that we will continue to have a large set of attractive investment opportunities for the foreseeable future. We also believe that our significant SSFCF along with our financing capacity provide us with substantial streams of capital with which we can make such investments.

The chart below and the supporting table which follows summarize the capital allocation that we have made over the past three fiscal years and the approximate plans we have to deploy capital into organic investments in fiscal year 2018. We make these organic investments, even though doing so results in a major reduction in our free cash flow, because investing at portfolio-level aggregate returns above (preferably well above) our WACC should increase our IVPS.

With more than $1.8 billion of anticipated capital deployment over the four-year period from fiscal years 2015 to 2018, clearly we are bullish on Cimpress' future and are investing accordingly.

Capital Allocation Summary



Allocated Capital ($M)	FY15	FY16	FY17	FY18 Plan	4-Year Total	Percent of Total
All organic investments	$255	$290	$317	$270	$1,132	61%
M&A	$124	$163	$218	*	$505	27%
Share repurchases	—	$154	$50	*	$204	11%
Total capital deployed	**$379**	**$607**	**$585**	**$270**	**$1,841**	**100%**

* We do not include potential future capital allocation to M&A and share repurchases in this letter as it is dependent on many conditions that are not predictable and often times outside of our control. This should not be read as an indication of intent in either direction.

Summary & Conclusion

I trust this letter's articulation of our top-level strategy evolution, capital allocation philosophy, past and future investments, and the steady state cash generation capabilities of our company is helpful to you as an investor. We reiterate that most of the numbers in this letter are estimates for which we necessarily make judgment-based approximations. Despite its inexact and subjective nature, we share this information with you because I, our Supervisory and Management Boards, and our executive team use this same analysis as a central part of how we manage Cimpress. We believe therefore that transparently communicating this data may assist you as you make your own assessment of the value of a share of Cimpress.

Beyond this letter, our GAAP financial results, and our other SEC filings, we believe that an important complementary piece of information for investors is an understanding of the more qualitative aspects of our business. So at our upcoming investor day on August 8, 2017 we will try to convey those qualitative aspects in addition to discussing the subjects covered in this letter.

I hope you will come to share our view that, over the past year, Cimpress has improved its future prospects through continued focus on our uppermost strategic and financial objectives, the evolution of our strategy, our ongoing commitment to improve our capital allocation capabilities, and the insights we have gained through frank assessments of our successes and failures. Our team members are highly motivated to optimize the many tools at our disposal which should enhance Cimpress' intrinsic value of per share.

Thank you for the time you have invested to read this letter, and for your attention and consideration. Our Supervisory Board, our Management Board, our executive team and I all take very seriously our responsibility as stewards of our investors' capital. We believe that this explicit enumeration of our business philosophies, priorities and investment frameworks is the best way to empower each investor to decide if Cimpress is an attractive company with whom to entrust his or her money.

Sincerely,

Robert Keane
President & CEO
Cimpress N.V.

July 26, 2017

Non-GAAP Reconciliations

About non-GAAP financial measures

To supplement Cimpress' consolidated financial statements presented in accordance with U.S. generally accepted accounting principles, or GAAP, Cimpress has used the following measures defined as non-GAAP financial measures by Securities and Exchange Commission, or SEC, rules: free cash flow, unlevered free cash flow, constant-currency revenue growth excluding revenue from acquisitions in the first year of ownership, and incremental annual organic revenue. We also use a GAAP measure, adjusted Net Operating Profit (NOP), our segment profitability measure, and in this letter describe the impact of our investments on that measure.

- Free cash flow is defined as net cash provided by operating activities less purchases of property, plant and equipment, purchases of intangible assets not related to acquisitions, and capitalization of software and website development costs, plus payment of contingent consideration in excess of acquisition-date fair value.

- Unlevered free cash flow starts with the definition of free cash flow above, and then adds cash paid during the period for interest, less interest expense for the Waltham lease.

- Adjusted NOP is defined as GAAP Operating Income with the following adjustments: exclude the impact of M&A related items including amortization of acquisition-related intangibles, the change in fair value of contingent consideration, and expense for deferred payments or equity awards that are treated as compensation expense; exclude the impact of unusual items such as discontinued operations, restructuring charges, and impairments; and include realized gains or losses from currency forward contracts that are not included in operating income as we do not apply hedge accounting.

- Constant-currency revenue growth is estimated by translating all non-U.S. dollar denominated revenue generated in the current period using the prior year period's average exchange rate for each currency to the U.S. dollar and excludes the impact of gains and losses on effective currency hedges recognized in revenue in the prior year periods.

- Constant-currency revenue growth excluding revenue from acquisitions and joint ventures during the first year of ownership excludes the impact of currency as defined above and revenue from:
    - Albumprinter for the period from Q2 fiscal 2012 through Q3 fiscal 2013;
    - Webs for the period from Q3 fiscal 2012 through Q3 fiscal 2013;
    - Digipri from the period from Q3 fiscal 2014 through Q3 fiscal 2015;
    - Printdeal and Pixartprinting from the period from Q4 fiscal 2014 through Q3 fiscal 2015;
    - FotoKnudsen from the period from Q1 fiscal 2015 through Q4 fiscal 2015;
    - Printi from the period from Q2 fiscal 2015 through Q1 fiscal 2016;
    - Easyflyer (FL Print), Exagroup, and druck.at from Q4 fiscal 2015 through Q4 fiscal 2016;
    - Tradeprint from Q1 fiscal 2016 through Q1 fiscal 2017;
    - Alcione from Q1 fiscal 2016 through Q1 fiscal 2017;
    - WIRmachenDRUCK from Q3 fiscal 2016 through Q3 fiscal 2017; and
    - National Pen from Q3 fiscal 2017.

- Incremental annual organic revenue removes the revenue from acquired businesses and joint ventures as listed directly above. For the periods from fiscal years 2001 through 2014, the incremental revenue is stated in U.S. dollars. For the periods from fiscal years 2014 through 2017, non-U.S. revenue has been converted at exchange rates as of June 30, 2017, in order to eliminate the impact of currency movements. The exchange rates for the currencies with the greatest influence on revenue are listed in the reconciliation below.

The presentation of non-GAAP financial information is not intended to be considered in isolation or as a substitute for the financial information prepared and presented in accordance with GAAP. For more information on these non-GAAP financial measures, please see the tables captioned "Reconciliations of Non-GAAP Financial Measures" in this release. The tables have more details on the GAAP financial measures that are most directly comparable to non-GAAP financial measures and the related reconciliation between these financial measures.

Cimpress' management believes that these non-GAAP financial measures provide meaningful supplemental information in assessing our performance and liquidity by excluding certain items that may not be indicative of our recurring core business operating results, which could be non-cash charges or benefits or discrete cash charges or benefits that are infrequent in nature. These non-GAAP financial measures also have facilitated management's internal comparisons to Cimpress' historical performance and our competitors' operating results.

Reconciliation of Non-GAAP Financial Measures

Free Cash Flow and Unlevered Free Cash Flow[1]
Annual, in $ thousands

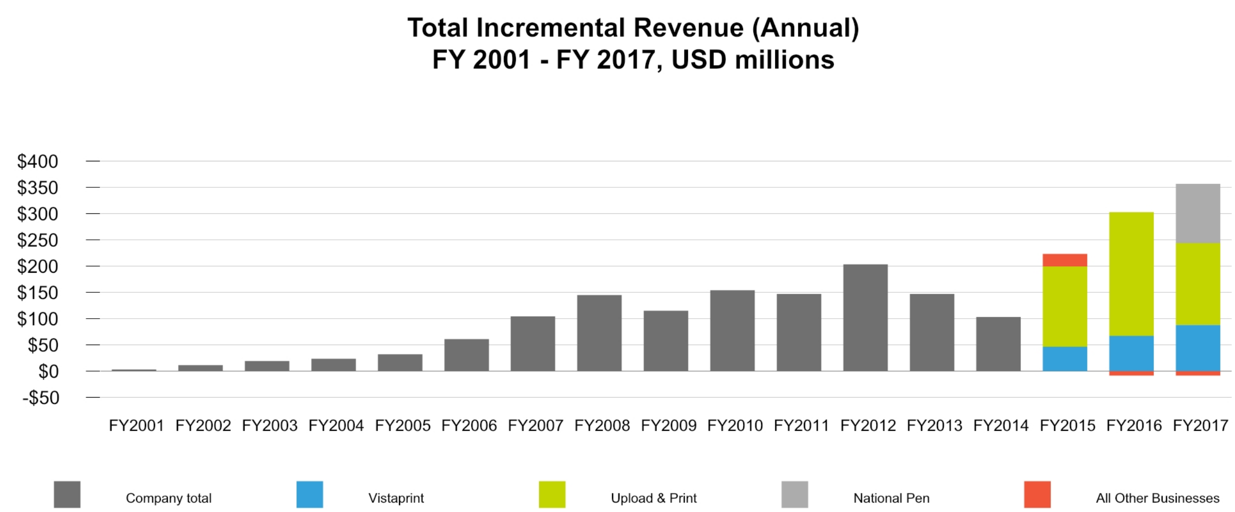
	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017
Net cash provided by operating activities	$165,149	$146,749	$141,808	$153,739	$242,022	$247,358	$156,736
Purchases of property, plant and equipment	($37,405)	($46,420)	($78,999)	($72,122)	($75,813)	($80,435)	($74,157)
Purchases of intangible assets not related to acquisitions	($205)	($239)	($750)	($253)	($250)	($476)	($197)
Capitalization of software and website development costs	($6,290)	($5,463)	($7,667)	($9,749)	($17,323)	($26,324)	($37,307)
Payment of contingent consideration in excess of acquisition-date fair value	—	—	—	—	$8,055	$8,613	—
Proceeds from insurance related to investing activities	—	—	—	—	—	$3,624	—
Free cash flow	**$121,249**	**$94,627**	**$54,392**	**$71,615**	**$156,691**	**$152,360**	**$45,075**
Plus: cash paid during the period for interest	$219	$1,487	$4,762	$6,446	$8,520	$37,623	$45,275
Less: interest expense for Waltham lease	—	—	—	—	—	($6,287)	($7,727)
Unlevered free cash flow	**$121,468**	**$96,114**	**$59,154**	**$78,061**	**$165,211**	**$183,696**	**$82,623**

[1] During fiscal 2016, we adopted the new share-based compensation accounting standard, ASU 2016-09 and elected to apply the amendment related to the presentation of excess tax benefits on the consolidated statements of cash flows on a retrospective basis. We have updated our previously filed consolidated statements of cash flows for all prior presented periods. This change is reflected in the free cash flow reconciliation above.

Revenue growth reconciliation by reportable segment
Annual, in $ thousands

	FY2017	FY2016	Year-over-year Growth	Currency Impact	Constant-Currency Revenue Growth	Impact of Acquisitions	Constant-Currency Revenue Growth Excluding Acquisitions
Vistaprint	$ 1,305,285	$ 1,217,162	7%	2%	9%	—%	9%
Upload and Print	588,613	432,638	36%	3%	39%	(26)%	13%
National Pen	112,712	-	100%	—%	100%	(100)%	—%
All Other Businesses	128,795	138,244	(7)%	—%	(7)%	—%	(7)%
Total revenue	**$ 2,135,405**	**$ 1,788,044**	**19%**	**2%**	**21%**	**(13)%**	**8%**

Incremental revenue, reported



Reconciliation of Non-GAAP Financial Measures (continued)

Incremental organic revenue
Annual, in $ thousands
For the periods from fiscal years 2001 through 2011 the incremental revenue is stated in U.S. dollars and total company revenue is considered organic as we did not make any acquisitions during this time.

Total Company	FY2001	FY2002	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010	FY2011
Reported Revenue (USD) [A]	$6,100	$16,851	$35,431	$58,784	$90,885	$152,149	$255,933	$400,657	$515,826	$670,035	$817,009

Prior-Year Comparable	FY2000	FY2001	FY2002	FY2003	FY2004	FY2005	FY2006	FY2007	FY2008	FY2009	FY2010
Reported Revenue (USD) [B]	$2,700	$6,100	$16,851	$35,431	$58,784	$90,885	$152,149	$255,933	$400,657	$515,826	$670,035
Total organic year-over-year incremental revenue [A] - [B]	**$3,400**	**$10,800**	**$18,531**	**$23,353**	**$32,075**	**$61,290**	**$103,784**	**$144,724**	**$115,170**	**$154,208**	**$149,632**

Incremental organic revenue
Annual, in $ thousands
The tables below show the longer-term incremental revenue for fiscal years 2012 - 2017. Non-U.S. revenue for all periods beginning with FY2015 and comparable FY2014 have been converted at exchange rates as of June 30, 2017, in order to eliminate the impact of currency movements (earlier periods are presented at rates realized in the respective periods). The exchange rates for the currencies with the greatest influence on revenue are listed below.

Currency	Exchange rate (USD per currency)
Euro	1.144
Great British Pound	1.302
Australian Dollar	0.770
Swiss Franc	1.045
Canadian Dollar	0.770

Currency	Exchange rate (USD per currency)
Norwegian Krone	0.119
Swedish Krona	0.118
Danish Krone	0.154
Japanese Yen	0.009
New Zealand Dollar	0.733

Total Company	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017
Reported Revenue (USD)	$1,020,269	$1,167,478	$1,270,236	$1,494,206	$1,788,044	$2,135,405
Impact of TTM Acquisitions	($45,123)	($43,644)	($44,219)	($175,191)	($235,344)	($261,283)
Organic revenue excl TTM acquisitions	$975,146	$1,123,834	$1,226,017	$1,319,015	$1,552,700	$1,874,121
Impact of Currency	—	—	—	($45,229)	$5,895	$42,104
Organic revenue excluding impact of currency and TTM Acquisitions [A]	$975,146	$1,123,834	$1,226,017	$1,273,785	$1,558,594	$1,916,226

Prior-Year Comparable	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Reported Revenue (USD)	$817,009	$1,020,269	$1,167,478	$1,270,236	$1,494,206	$1,788,044
Impact of TTM Acquisitions	—	($15,739)	—	—	($28,693)	($32,476)
Organic revenue excl TTM acquisitions	$817,009	$1,004,561	$1,167,478	$1,270,236	$1,465,513	$1,755,568
Impact of Currency	—	—	—	($102,465)	($56,385)	$9,422
Organic revenue excluding impact of currency and TTM Acquisitions [B]	$817,009	$1,004,561	$1,167,478	$1,167,771	$1,409,128	$1,764,990
Total organic year-over-year incremental revenue excluding the impact of currency	**$149,632**	**$120,645**	**$50,306**	**$106,014**	**$149,466**	**$151,236**

Reconciliation of Non-GAAP Financial Measures (continued)

Incremental organic revenue
Annual, in $ thousands

Vistaprint	**FY2015**	**FY2016**	**FY2017**
Reported revenue (USD)	$1,149,706	$1,217,162	$1,305,285
Currency Impact	($42,341)	($2,136)	$18,177
Revenue excluding the impact of currency [A]	$1,107,365	$1,215,026	$1,323,462
Prior-Year Comparable	**FY2014**	**FY2015**	**FY2016**
Reported revenue (USD)	$1,103,217	$1,149,706	$1,217,162
Currency Impact	($82,824)	($42,341)	($2,136)
Revenue excluding the impact of currency [B]	**$1,020,393**	**$1,107,365**	**$1,215,026**
Organic year-over-year incremental revenue excluding the impact of currency [A] - [B]	**$86,972**	**$107,661**	**$108,436**

Upload and Print	**FY2015**	**FY2016**	**FY2017**
Reported revenue (USD)	$197,075	$432,638	$588,613
Impact of TTM Acquisitions	($150,074)	($234,083)	($148,571)
Organic revenue excl TTM acquisitions	$47,001	$198,555	$440,042
Impact of Currency	$1,602	$5,777	$21,051
Revenue excluding the impact of currency and TTM Acquisitions [A]	$48,603	$204,332	$461,093
Prior-Year Comparable	**FY2014**	**FY2015**	**FY2016**
Reported revenue (USD)	$43,590	$197,075	$432,638
Impact of TTM Acquisitions	—	($28,693)	($32,476)
Organic revenue excl TTM acquisitions	$43,590	$168,382	$400,162
Impact of Currency	($6,926)	($6,621)	$9,205
Revenue excluding the impact of currency and TTM Acquisitions [B]	$36,664	$161,761	$409,367
Organic year-over-year incremental revenue excluding the impact of currency [A] - [B]	**$11,939**	**$42,571**	**$51,726**

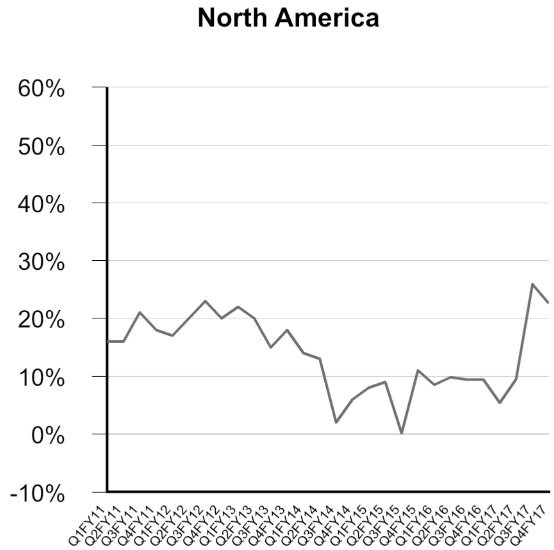
National Pen	**FY2015**	**FY2016**	**FY2017**
Reported revenue (USD)	—	—	$112,712
Impact of TTM Acquisitions	—	—	($112,712)
Organic revenue excl TTM acquisitions	—	—	—
Impact of Currency	—	—	—
Revenue excluding the impact of currency and TTM Acquisitions [A]	—	—	—
Prior-Year Comparable	**FY2014**	**FY2015**	**FY2016**
Reported revenue (USD)	—	—	—
Impact of TTM Acquisitions	—	—	—
Organic revenue excl TTM acquisitions	—	—	—
Impact of Currency	—	—	—
Revenue excluding the impact of currency and TTM Acquisitions [B]	—	—	—
Organic year-over-year incremental revenue excluding the impact of currency [A] - [B]	**—**	**—**	**—**

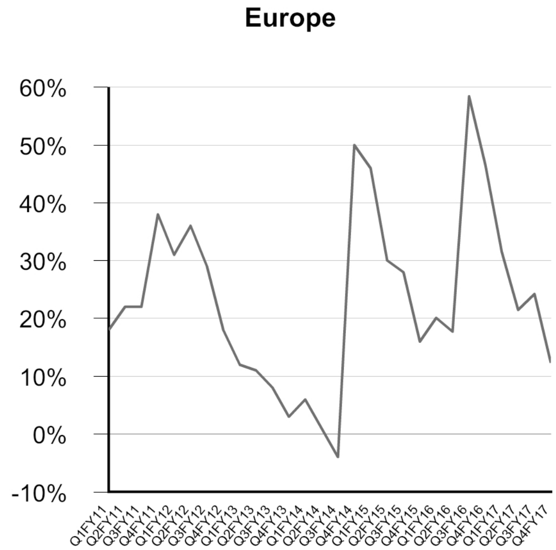
All Other Businesses	**FY2015**	**FY2016**	**FY2017**
Reported revenue (USD)	$147,425	$138,244	$128,795
Impact of TTM Acquisitions	($25,117)	($1,261)	—
Organic revenue excl TTM acquisitions	$122,308	$136,983	$128,795
Impact of Currency	($4,489)	$2,254	$2,876
Revenue excluding the impact of currency and TTM Acquisitions [A]	$117,819	$139,237	$131,671
Prior-Year Comparable	**FY2014**	**FY2015**	**FY2016**
Reported revenue (USD)	$123,429	$147,425	$138,244
Impact of TTM Acquisitions	—	—	—
Organic revenue excl TTM acquisitions	$123,429	$147,425	$138,244
Impact of Currency	($12,714)	($7,423)	$2,353
Revenue excluding the impact of currency and TTM Acquisitions [B]	$110,715	$140,002	$140,597
Organic year-over-year incremental revenue excluding the impact of currency [A] - [B]	**$7,104**	**($765)**	**($8,926)**

Total organic year-over-year incremental revenue excluding the impact of currency	**$106,015**	**$149,467**	**$151,236**

Reconciliation of Non-GAAP Financial Measures (continued)

Revenue Growth Rate by Geography: Reported (USD), inclusive of acquisitions and joint ventures from the date of transaction close





Revenue by Geography
Constant-currency revenue growth excluding revenue from acquisitions and joint ventures during the first year of ownership

	North America			Europe			Other		
	FY2015	FY2016	FY2017	FY2015	FY2016	FY2017	FY2015	FY2016	FY2017
Reported revenue growth	11%	9%	16 %	28 %	34 %	22 %	12 %	4%	33 %
Currency impact	—	1%	—	11 %	8 %	4 %	11 %	15%	(7)%
Revenue growth in constant currency	11%	10%	16 %	39 %	42 %	26 %	23 %	19%	27 %
Impact of acquisitions and joint ventures in the first year of ownership	—	—	(7)%	(33)%	(32)%	(19)%	(10)%	—	(8)%
Revenue growth in constant currency ex. acquisitions and joint ventures in the first year of ownership	11%	10%	9 %	6 %	10 %	7 %	13 %	19%	19 %

Reconciliation of Non-GAAP Financial Measures (continued)

Revenue by Geography (continued)

	North America					Europe				
	Reported revenue growth	Currency impact	Revenue growth in constant currency	Impact of acquisitions and joint ventures in the first year of ownership	Revenue growth in constant currency ex. acquisitions and joint ventures in the first year of ownership	Reported revenue growth	Currency impact	Revenue growth in constant currency	Impact of acquisitions and joint ventures in the first year of ownership	Revenue growth in constant currency ex. acquisitions and joint ventures in the first year of ownership
Q1FY2011	16%	(1)%	15%	—	15%	18 %	9 %	27 %	—	27 %
Q2FY2011	16%	—	16%	—	16%	22 %	8 %	30 %	—	30 %
Q3FY2011	21%	—	21%	—	21%	22 %	(1)%	21 %	—	21 %
Q4FY2011	18%	—	18%	—	18%	38 %	(16)%	22 %	—	22 %
Q1FY2012	17%	—	17%	—	17%	31 %	(10)%	21 %	—	21 %
Q2FY2012	20%	—	20%	—	20%	36 %	1 %	37 %	(15)%	22 %
Q3FY2012	23%	—	23%	(2)%	21%	29 %	5 %	34 %	(16)%	18 %
Q4FY2012	20%	1 %	21%	(3)%	18%	18 %	12 %	30 %	(19)%	11 %
Q1FY2013	22%	—	22%	(3)%	19%	12 %	11 %	23 %	(22)%	1 %
Q2FY2013	20%	—	20%	(2)%	18%	11 %	3 %	14 %	(5)%	9 %
Q3FY2013	15%	—	15%	—	15%	8 %	—	8 %	—	8 %
Q4FY2013	18%	—	18%	—	18%	3 %	(1)%	2 %	—	2 %
Q1FY2014	14%	1 %	15%	—	15%	6 %	(4)%	2 %	—	2 %
Q2FY2014	13%	1 %	14%	—	14%	1 %	(3)%	(2)%	—	(2)%
Q3FY2014	2%	1 %	3%	—	3%	(4)%	(3)%	(7)%	—	(7)%
Q4FY2014	6%	1 %	7%	—	7%	50 %	(7)%	43 %	(45)%	(2)%
Q1FY2015	8%	—	8%	—	8%	46 %	(1)%	45 %	(44)%	1 %
Q2FY2015	9%	1 %	10%	—	10%	30 %	11 %	41 %	(37)%	4 %
Q3FY2015	14%	1 %	15%	—	15%	28 %	16 %	44 %	(39)%	5 %
Q4FY2015	11%	1 %	12%	—	12%	16 %	19 %	35 %	(21)%	14 %
Q1FY2016	9%	1 %	10%	—	10%	20 %	16 %	36 %	(24)%	12 %
Q2FY2016	10%	1 %	11%	—	11%	18 %	12 %	30 %	(21)%	9 %
Q3FY2016	9%	1 %	10%	—	10%	58 %	4 %	62 %	(52)%	10 %
Q4FY2016	9%	1 %	10%	—	10%	46 %	— %	46 %	(34)%	12 %
Q1FY17	5%	—	5%	—	5%	32 %	2 %	34 %	(28)%	6 %
Q2FY17	10%	—	10%	—	10%	21 %	5 %	26 %	(21)%	5 %
Q3FY17	26%	—	26%	(14)%	12%	24 %	5 %	29 %	(20)%	9 %
Q4FY17	23%	—	23%	(15)%	8%	12 %	4 %	16 %	(8)%	9 %

About Cimpress

Cimpress N.V. (Nasdaq: CMPR) is the world leader in mass customization. For more than 20 years, the company has focused on developing software and manufacturing capabilities that transform traditional markets in order to make customized products accessible and affordable to everyone. Cimpress brings its products to market via a portfolio of more than 20 brands including Vistaprint, Drukwerkdeal, Pixartprinting, Exaprint, WIRmachenDRUCK, National Pen and many others. That portfolio serves multiple customer segments across many applications for mass customization. The company produces more than 46 million unique ordered items a year. To learn more, visit http://www.cimpress.com.

Risks Related to Our Business

This investor letter contains statements about our future expectations, plans, and prospects of our business that constitute forward-looking statements for purposes of the safe harbor provisions under the Private Securities Litigation Reform Act of 1995, including but not limited to our expectations for the growth and development of our business, financial results, reporting segments, and acquired businesses, the effects of our newly decentralized structure on our business and financial results, our expectations for our debt position, the expected sale of our Albumprinter business, the development and success of our mass customization platform, our estimates and plans for future investments in our business, and the anticipated results of our past and future investments and acquisitions, including but not limited to our discussion under the heading “Fiscal Year 2018 Organic Investment Plans.” Forward-looking projections and expectations are inherently uncertain, are based on assumptions and judgments by management, and may turn out to be wrong. The sale of our Albumprinter business may be delayed or may not close at all if either Cimpress or the buyer fails to satisfy the conditions to close the transaction. Our actual results may differ materially from those indicated by these forward-looking statements as a result of various important factors, including but not limited to flaws in the assumptions and judgments upon which our forecasts are based; our failure to execute our strategy; our inability to make the investments in our business that we plan to make or the failure of those investments to have the effects that we expect; our failure to manage the growth and complexity of our business; our ability to realize the anticipated benefits of the decentralization of our operations; our failure to promote and strengthen our brands; our failure to develop our mass customization platform or to realize the anticipated benefits of the platform; our failure to acquire new customers and enter new markets, retain our current customers, and sell more products to current and new customers; costs and disruptions caused by acquisitions and strategic investments; the failure of the businesses we acquire or invest in to perform as expected; the willingness of purchasers of customized products and services to shop online; unanticipated changes in our markets, customers, or business; competitive pressures; loss of key personnel; our failure to maintain compliance with the covenants in our revolving credit facility and senior notes or to pay our debts when due; changes in the laws and regulations or in the interpretations of laws or regulations to which we are subject, including tax laws, or the institution of new laws or regulations that affect our business; general economic conditions; and other factors described in our Form 10-Q for the fiscal quarter ended March 31, 2017 and the other documents we periodically file with the U.S. Securities and Exchange Commission.

In addition, the statements and projections in this press release represent our expectations and beliefs as of the date of this press release, and subsequent events and developments may cause these expectations, beliefs, and projections to change. We specifically disclaim any obligation to update any forward-looking statements. These forward-looking statements should not be relied upon as representing our expectations or beliefs as of any date subsequent to the date of this press release.