

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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

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

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| 1. Name and Address of Reporting Person* <u>Keane Robert S</u> <hr/> (Last) (First) (Middle) <u>CIMPRESS,</u> <u>275 WYMAN STREET</u> <hr/> (Street) <u>WALTHAM MA 02451</u> <hr/> (City) (State) (Zip) | | | 2. Issuer Name and Ticker or Trading Symbol <u>CIMPRESS N.V. [CMPR]</u> | | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ <input checked="" type="checkbox"/> Officer (give title below) <input checked="" type="checkbox"/> Other (specify below) <u>CEO, President / Chairman of Management Board</u> | | |
| | | | 3. Date of Earliest Transaction (Month/Day/Year) <u>05/01/2018</u> | | | | |
| | | | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person | | |

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|----------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Ordinary Shares | 05/01/2018 | | M ⁽¹⁾⁽²⁾ | | 166,659 | A | \$34.87 | 446,982 ⁽³⁾ | I | By The Eastern Irrevocable Trust |
| Ordinary Shares | 05/01/2018 | | F ⁽¹⁾ | | 96,212 ⁽⁴⁾ | D | \$142.47 | 350,770 ⁽³⁾ | I | By The Eastern Irrevocable Trust |
| Ordinary Shares | 05/01/2018 | | M ⁽¹⁾⁽²⁾ | | 166,659 | A | \$34.87 | 446,942 ⁽³⁾ | I | By The Western Irrevocable Trust |
| Ordinary Shares | 05/01/2018 | | F ⁽¹⁾ | | 96,212 ⁽⁴⁾ | D | \$142.47 | 350,730 ⁽³⁾ | I | By The Western Irrevocable Trust |
| Ordinary Shares | | | | | | | | 46,375 | I | By RHS Holdings Incorporated |
| Ordinary Shares | | | | | | | | 51,900 | I | By Delaware 2001 Investment Trust |
| Ordinary Shares | | | | | | | | 390,000 | I | By First Delaware 2003 Investment Trust |
| Ordinary Shares | | | | | | | | 390,000 | I | By Second Delaware 2003 Investment Trust |
| Ordinary Shares | | | | | | | | 185,000 | I | By Third Delaware 2011 Investment Trust |
| Ordinary Shares | | | | | | | | 91,181 | I | By The Keane Family Foundation |

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---------|--|-----------------|---|----------------------------|--|--|---|--|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | | |
| Option (right to buy) | \$34.87 | 05/01/2018 | | M ⁽¹⁾⁽²⁾ | | | 166,659 | 05/02/2009 ⁽⁵⁾ | 05/02/2018 | Ordinary Shares | 166,659 | \$0.00 | 0 | I | By The Eastern Irrevocable Trust |
| Option (right to buy) | \$34.87 | 05/01/2018 | | M ⁽¹⁾⁽²⁾ | | | 166,659 | 05/02/2009 ⁽⁵⁾ | 05/02/2018 | Ordinary Shares | 166,659 | \$0.00 | 0 | I | By The Western Irrevocable Trust |

Explanation of Responses:

- This transaction was effected pursuant to a 10b5-1 trading plan adopted by the reporting person on November 27, 2017.
- Option exercised in full due to expiration on May 2, 2018.
- Includes 46,375 shares held by RHS Holdings Incorporated, of which The Eastern Irrevocable Trust and The Western Irrevocable Trust are the sole shareholders.
- Of the 96,212 shares forfeited, 40,790 shares were forfeited as payment of the exercise price and 55,422 shares were forfeited as payment of the withholding taxes.
- This option became exercisable as to 25% of the original number of shares on the Exercisable Date shown on Table II, and as to an additional 6.25% of the original number of shares at the end of each successive three-month period thereafter.

Remarks:

/s/Kathryn L. Leach, as
attorney-in-fact for Robert S. Keane 05/03/2017

** 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.