

NASDAQ: VPRT

Recent Market Price (09/30/2010)	\$38.65
52-Week Range	\$27.75 - \$62.77
Shares Outstanding	44.0 million
Enterprise Value	\$1.5 billion
Market Capitalization	\$1.7 billion
Fiscal Year Ends	June 30
U.S. Website	www.vistaprint.com

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Q1 FY 2011 Financial Performance (Quarter ended Sept. 30, 2010)

- Revenue of \$170.5 million
- GAAP net income of \$10.8 million
- Non-GAAP net income of \$16.3 million

Q1 FY 2011 Operating Performance (Quarter ended Sept. 30, 2010)

- Approx. 1,600,000 new first-time paying customers
- Approx. 68% of bookings from repeat customers
- Approximately 54,000 orders per day
- 43% of revenue from non-US markets

FY 2010 Financial Performance (Fiscal year ended June 30, 2010)

- Revenue of \$670.0 million
- GAAP net income of \$67.7 million
- Non-GAAP net income of \$90.9 million

FY 2010 Operating Performance (Fiscal year ended June 30, 2010)

- Approx. 6,400,000 new first-time paying customers
- Approx. 67% of bookings from repeat customers
- Approximately 52,000 orders per day
- 45% of revenue from non-US markets

Major Product & Service Lines

- Business cards, postcards, brochures, desk calendars, folders, address labels, rubber stamps, note pads, holiday cards, customized logos, mailing services, websites, email marketing, signage, promotional products

Manufacturing Facilities

- Windsor, Canada
- Venlo, Netherlands

Customer Support Operations

- Montego Bay, Jamaica
- Tunis, Tunisia
- Berlin, Germany

North American Business Unit & Corporate Finance

- Lexington, Massachusetts

European Operations

- Barcelona, Spain
- Paris, France

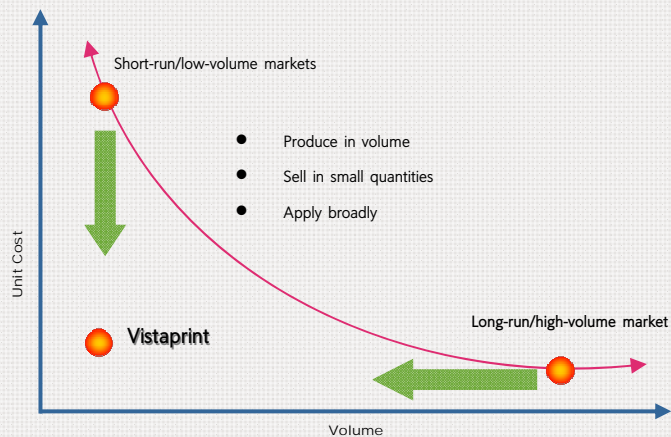
Vistaprint Vision

Make it easy for small businesses to get great looking design, print and marketing services at superior prices.



Disruptive Business Model

Vistaprint has brought long-run, low-cost economics to short-run production jobs for the small business marketing market, a market opportunity of over \$25 billion.



Vistaprint Growth Strategy

- Provide small businesses a turnkey marketing solution through product expansion
- Continue geographic expansion, focused on Europe and APAC
- Provide home and family product offerings

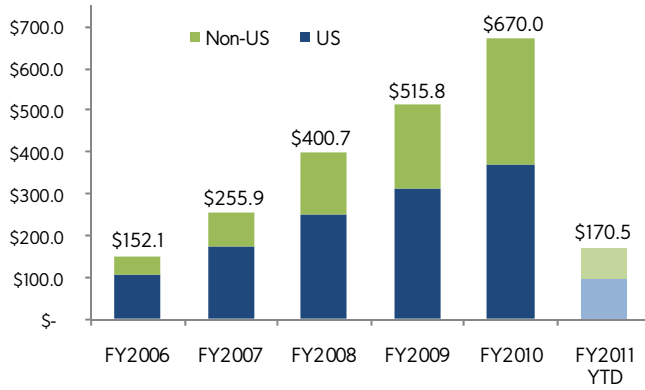
Vistaprint Success Strategy

- Deploy automated processes throughout the value chain
- "Productize"/"standardize" custom products and services
- Sell products at low quantities per order but market and produce in standardized, high volume processes
- Be the low cost producer and keep getting lower

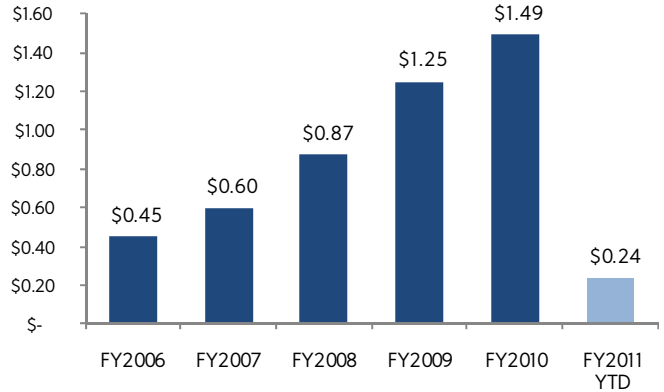
Barriers to Entry

- High daily order volume enables significant scale and cost advantages
- Growing brand awareness
- Complex software and 47 patents granted
- Integrated manufacturing systems and substantial investment
- Internet direct marketing expertise and systems
- International reach
- Substantial market share versus other e-commerce print companies

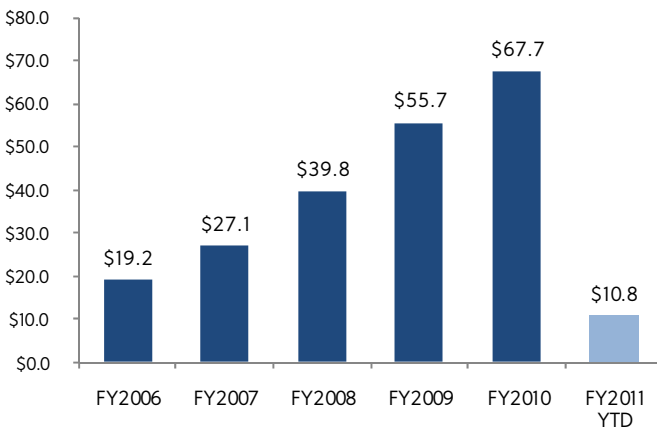
Revenues (\$M)



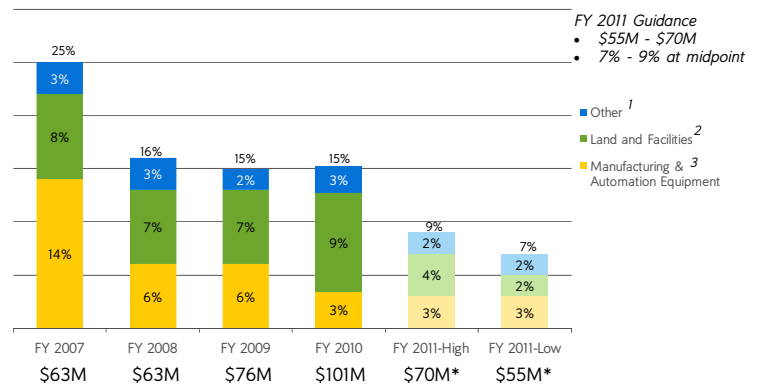
GAAP EPS



GAAP Net Income (\$M)



Capital Expenditures vs. Revenues



- 1 IT infrastructure, software and office equipment
- 2 Land, building and construction, leasehold improvements, and furniture and fixtures
- 3 All manufacturing and automation equipment, including offset and digital print lines, other printing equipment, pre-press and post-press equipment such as cutters, and automation equipment

*guidance as October 28, 2010

Key Operating Metrics

	Revenue (\$M)	% of Revenue from Non-US Markets	Web Sessions (M)	Conversion Rate	Average Order Value (AOV)	Approximate New Customer Acquisitions	Repeat Customer Bookings
FY07 Q2	64.0	34%	34.3	4.9%	\$35.94	687,000	64%
FY07 Q3	69.3	32%	34.9	5.6%	\$33.02	800,000	63%
FY07 Q4	72.5	32%	34.9	5.9%	\$32.33	850,000	63%
FY08 Q1	79.5	34%	44.5	5.4%	\$31.71	975,000	64%
FY08 Q2	105.0	39%	53.0	5.4%	\$35.50	1,100,000	63%
FY08 Q3	105.8	38%	47.6	6.4%	\$32.54	1,200,000	64%
FY08 Q4	110.4	39%	47.8	6.4%	\$34.00	1,200,000	65%
FY09 Q1	114.2	38%	46.7	6.9%	\$33.79	1,200,000	66%
FY09 Q2	138.9	42%	61.4	6.5%	\$33.57	1,500,000	65%
FY09 Q3	127.5	38%	65.8	6.0%	\$31.06	1,500,000	66%
FY09 Q4	135.2	39%	62.1	6.4%	\$33.31	1,400,000	67%
FY10 Q1	145.1	41%	65.1	6.4%	\$34.23	1,400,000	67%
FY10 Q2	194.6	51%	80.5	6.6%	\$36.63	1,800,000	66%
FY10 Q3	166.0	45%	81.9	5.9%	\$34.79	1,600,000	67%
FY10 Q4	164.3	41%	77.8	6.2%	\$34.56	1,600,000	67%
FY11 Q1	170.5	43%	68.9	7.3%	\$34.69	1,600,000	68%

