

PRESS RELEASE – Regulated information

Wetteren, May 12, 2021 – 5:45 p.m.

smartphoto group (Euronext Brussels: SMAR)

Report of the Annual General Meeting of Shareholders

Approval of a gross dividend of 0.60 euro per share

The Annual General Meeting of Shareholders of smartphoto group NV was held today. The share capital was represented for 55.63%. The General Meeting approved all agenda items.

Approval of the annual accounts

The Annual General Meeting of Shareholders of smartphoto group NV approved the statutory annual accounts for the financial year closed on December 31, 2020, including the appropriation of the result as proposed by the Board of Directors.

Distribution 2020 dividend

The Annual General Meeting of Shareholders of smartphoto group NV approved the proposal of the Board of Directors to pay to the shareholders a gross dividend for 2020 of 0.60 euro per share, an increase of 9% compared to last year.

This dividend will be payable as from May 19, 2021. The ex-dividend date is determined at May 17, 2021, and the registration date at May 18, 2021.

Remaining agenda items

All remaining agenda items were approved as well:

- Approval of the remuneration policy;
- Approval of the remuneration report;
- Approval of the variable remuneration of Acortis BV, permanently represented by Mr Stef De corte, as included in the remuneration report;
- Discharge of liability to the directors and the Auditor concerning the financial year closed on December 31, 2020.

The minutes of the meeting and the voting results can be consulted on the Company's website: www.smartphotogroup.com through the following link:

<https://www.smartphotogroup.com/en/annual-general-meeting-of-shareholders-of-may-12-2021/>



Outlook 2021⁽¹⁾

With regard to the outlook for 2021, the CEO restates that the focus on growth will be maintained. This is not only supported by the launch of new products and the continued focus on the sale of products such as gifts, home decorations and books, but also by the expansion of the range of products that can be delivered the next day. Furthermore, the websites will be made even more mobile-friendly, including an editor specifically developed for smartphone users.

The impact of the measures concerning the Covid-19 virus (corona virus) has been re-evaluated. The expectation remains that there will be no significant negative impact on the prospects for 2021.

About smartphoto group

Smartphoto group, the innovative e-commerce group, operates in 12 European countries and mainly targets consumers.

Smartphoto group is active in B2C e-commerce with affordable, high-quality personalised products such as photo books, personalised gifts, cards, calendars, wall decoration and prints.

The shares of smartphoto group are traded on Euronext Brussels (ISIN BE0974323553, ticker symbol SMAR).

Financial calendar

May 17, 2021	Ex-dividend date related to the dividend payment over the 2020 financial year
May 18, 2021	Registration date related to the dividend payment over the 2020 financial year
May 19, 2021	Payment date of the dividend over the 2020 financial year
August 25, 2021	Half-year results and half-yearly financial report for 2021
January 28, 2022 ⁽²⁾	2021 trading update
March 3, 2022 ⁽²⁾	2021 annual results

For additional information

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⁽¹⁾ This press release contains forward-looking information based on current internal estimates and expectations. The forward-looking statements involve inherent risks and speak only as of the date they are communicated. It cannot be excluded that actual results differ materially from the forward-looking expectations contained in this release.

⁽²⁾ Indicative dates

This press release is a free English translation of the official Dutch version.