

## PRESS RELEASE – Regulated information

Wetteren, June 28, 2021 – 05.45 p.m.

smartphoto group - Euronext Brussels: SMAR

### smartphoto extends share repurchase programme

#### Update of June 28, 2021 on the purchase of treasury shares

Smartphoto group, the innovative e-commerce group from Wetteren, announces that, as part of the share repurchase programme started on September 17, 2020, and announced on September 16, 2020, the Board of Directors has decided to extend the duration up to and including May 31, 2023. The other modalities of this share repurchase programme remain unchanged.

In the period from June 22, 2021 to June 25, 2021 smartphoto group purchased a total of 5,276 shares via the Euronext trading platform.

These transactions were carried out on the regulated market NYSE Euronext Brussels, in accordance with the discretionary mandate given to KBC Securities by the Board of Directors.

Transaction date	Trading market	Number of shares	Average price (in EUR)	Lowest price (in EUR)	Highest price (in EUR)	Total (in EUR)
22/06/2021	Euronext Brussels	2,201	29.58	28.70	30.00	65,192.30
23/06/2021	Euronext Brussels	1,000	29.58	29.50	29.70	29,580.00
24/06/2021	Euronext Brussels	1,425	29.19	29.10	29.30	41,600.03
25/06/2021	Euronext Brussels	650	29.08	29.00	29.20	18,899.99
Total	Euronext Brussels	5,276	29.43			155,272.31

After the above-mentioned transactions, smartphoto group has purchased 46,857 shares through this share repurchase programme with starting date September 17, 2020. Thus smartphoto owns a total of 198,409 treasury shares, or 5.03% of the total number of shares issued (3,941,950).

Under the current share repurchase programme, treasury shares can still be repurchased up to and including May 31, 2023, or until the target value of EUR 3,000,000 in shares has been acquired; i.e. a remaining value of EUR 2,027,884.82.

The [overview of all transactions concerning the purchase of treasury shares since September 17, 2020](#), the start of the current repurchase programme, is displayed on our website [www.smartphotogroup.com](http://www.smartphotogroup.com) under the heading: "Investors/Information for shareholders/Purchase treasury shares".



## About smartphoto group

Smartphoto group, the innovative e-commerce group, operates in 12 European countries and primarily 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).

## For additional information

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

