

PRESS RELEASE – Regulated information

Wetteren, January 24, 2022 – 5.45 p.m.

smartphoto group - Euronext Brussels: SMAR

smartphoto group
Update regarding the purchase of treasury shares dated January 24, 2022

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 transactions listed below were carried out in the period from January 17, 2022 to January 21, 2022.

In this period, smartphoto group purchased a total of 1,651 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) |
|------------------|--------------------------|------------------|------------------------|-----------------------|------------------------|------------------|
| 17/1/2022 | Euronext Brussels | 509 | 32.44 | 32.40 | 32.50 | 16,511.09 |
| 19/1/2022 | Euronext Brussels | 970 | 32.39 | 32.10 | 32.50 | 31,417.62 |
| 20/1/2022 | Euronext Brussels | 60 | 32.18 | 32.10 | 32.20 | 1,931.00 |
| 21/1/2022 | Euronext Brussels | 112 | 32.10 | 32.10 | 32.10 | 3,595.20 |
| Total | Euronext Brussels | 1,651 | 32.38 | | | 53,454.91 |

After the above-mentioned transactions, smartphoto group has purchased 58,693 shares through this share repurchase programme with September 17, 2020 as starting date. After the transfer of 16,426 treasury shares relating to the takeover of Frucon² NV, smartphoto group holds a total of 193,819 treasury shares, or 4.92% of the total number of issued shares (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 1,660,778.01.

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 under the heading: "Investors/Information for shareholders/Purchase treasury shares".



About smartphoto group

Smartphoto group, the innovative e-commerce group, is active under the name smartphoto™ in 12 European countries in B2C e-commerce with affordable, high-quality personalised products such as gifts, cards, photo books, photo calendars, prints and wall decorations.

Additionally, through Nayan, smartphoto group is one of the online market leaders in Europe in the field of personalised gift packages with chocolate, alcohol, fruit or flowers for companies and consumers, with websites such as Gift.be and GiftsforEurope.com. Furthermore, as an omni-channel agency, Nayan offers a unique full-service for international brands looking for growth.

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

For additional information

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