

PRESS RELEASE – Regulated information

Wetteren, May 2, 2022 – 5.45 p.m.

smartphoto group - Euronext Brussels: SMAR

smartphoto group Update regarding the purchase of treasury shares dated May 2, 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 April 25, 2022 to April 29, 2022.

In this period, smartphoto group purchased a total of 387 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 euro)	Lowest price (in euro)	Highest price (in euro)	Total (in euro)
25/4/2022	Euronext Brussels	187	28.54	28.40	28.70	5,336.90
28/4/2022	Euronext Brussels	200	28.40	28.40	28.40	5,680.00
Total	Euronext Brussels	387	28.47			11,016.90

In addition, smartphoto group reports that, within the same discretionary mandate granted by the Board of Directors to KBC Securities, 21,272 shares were acquired via a block trade.

Transaction date	Trading market	Number of shares	Average price (in euro)	Total (in euro)
25/4/2022	Block trade	7,500	28.95	217,125.00
25/4/2022	Block trade	5,000	28.95	144,750.00
25/4/2022	Block trade	8,772	28.85	253,072.20
Totaal	Block trade	21,272	28.91	614,947.20

After the above-mentioned transactions, smartphoto group purchased 108,163 shares through this share buy-back programme with a starting date of 17 September 2020. In total, smartphoto group thus holds 243,289 treasury shares, or 6.17% 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 3,000,000 euro in shares has been acquired; i.e. a remaining value of 211,475.22 euro.

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 decoration.

Additionally, smartphoto group, through Nayan, is one of the market leaders in e-commerce distribution in Europe by offering a unique 'e-commerce as a service' (EAAS) for international brands looking for growth, and the sale to companies of personalised gift packages with chocolate, alcohol, fruit or flowers through websites such as Gift.be and GiftsforEurope.com.

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.

