



PRESS RELEASE

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smartphoto group - Euronext Brussels: SMAR

Smartphoto laureate Sustainable Entrepreneurship

On June 16, 2022, the evaluation committee of the Voka Charter Sustainable Entrepreneurship (VCDO) East Flanders awarded smartphoto group the VCDO certificate - Laureate 2022.

Smartphoto group, the innovative e-commerce group from Wetteren, is committed to doing business in a socially responsible way, with attention to economic added value and with respect for people and the environment. In order to further strengthen the sustainability policy, which is part of the company strategy, and to build up a clear reference framework, smartphoto opted to develop an action plan in 2021 within the Voka Charter for Sustainable Business. This charter is based on the model of the Sustainable Development Goals of the United Nations (UN Sustainable Development Goals or SDGs).

With the award of this VCDO certificate, smartphoto group received the recognition for its commitment to sustainability and the successful completion of the 2021 annual action plan for more sustainable business operations, which was developed within the Voka Charter for Sustainable Business and in cooperation with smartphoto group's Sustainability team.

As a best practice, Voka put forward the investment in a new packaging line for the Gift Factory. One of the ambitions of smartphoto group is to ship the packages in the most sustainable way possible, by packing the products as compactly as possible on the one hand, and to achieve CO2-neutral shipping on the other. To achieve this, smartphoto invested in 2021 in a packaging line which allows articles to be packed in boxes with variable dimensions in height (from 3 cm to 25 cm), and with the same footprint, which not only further reduces the amount of packaging waste, but also drastically reduces the amount of air shipped.

In the meantime, smartphoto group has already drawn up an action plan for 2022 with just as much enthusiasm and, after this successful participation and the award of the first certificate, it has committed itself to also realise the intended actions in 2022 around the 17 UN sustainability objectives, with which it aims for a second Voka Charter for Sustainable Business certificate.



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.

