

PRESS RELEASE

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smartphoto group - Euronext Brussels: SMAR

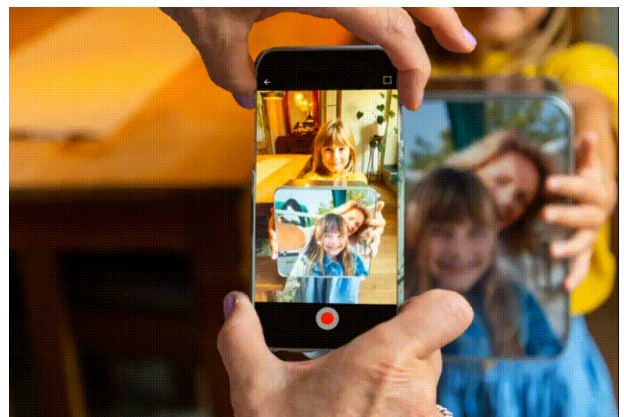
smartphoto innovates once again: video gifts with Augmented Reality

Add your video to a photo gift, an innovative project by smartphoto

At smartphoto, you can recently create a gift with your video attached, making it look like your gift comes to life with Augmented Reality (AR). Want to make a super original announcement? Surprise a loved one on their birthday? Unveil a surprise from a distance? The recipient of your gift will experience your video message in Augmented Reality on his or her smartphone.

How does it work?

You add your video during the ordering process on smartphoto's webshop. The gift receiver installs smartphoto's 'smartmotion' app on their smartphone, points the camera at the personalised side of the gift and sees the video come to life on the gift.



Launch just before the holidays

According to the CEO, Stef De corte, the video gift is the next logical step in the personalisation of products.

"smartphoto is always looking for practical solutions for its customers and also wants to be innovative in this. We want to go further than just personalisation with photos or text. You can really surprise with a video. Thanks to AR technology, your loved one sees the gift come to life. A super original gift to send a nice message or to remember your best memories. With this launch just before the holidays, people can put a nice video message for Christmas under the Christmas tree. "

Watch the video with additional information: <https://smartphoto.be/nl/video>

Would you like to test this product for your medium? Do not hesitate to contact us.

Augmented Reality, a technology that comes to your home

In museums, industries and leisure sectors, Augmented Reality is starting to gain more and more prominence, and is becoming more familiar to the general public. AR can now also be used by consumers to share emotions, news and memories.

Over smartphoto group

Smartphoto group is a successful Belgian company with more than 60 years of history, operating 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.

Smartphoto, previously a specialist in the development of film rolls under the names Extrafilm and Spector, has been a pure e-commerce company since 2011, offering consumers the opportunity to print their photos and create personalised gifts on more than 350 different products. All personalised products are printed and processed in Wetteren, at Kwatrecht where the company's headquarters are located, and, in its new Gift Factory, 4 km further on.

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.

Smartphoto group's shares are traded on Euronext Brussels (ISIN BE0974323553, ticker symbol SMAR).

Voor aanvullende informatie

Stef De corte*, CEO
smartphoto group NV
Kwatrechtsteenweg 160
B- 9230 Wetteren
Tel. +32.9.365.99.10
E-mail: corporate@smartphoto.com - Internet: www.smartphotogroup.com

* Fixed representative of Acortis BV

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

