

**PRESS RELEASE - Non-regulated information**

Wetteren, 28 June 2023 – 06.00 p.m.

smartphoto group - Euronext Brussels: SMAR

## Smartphoto again Laureate Sustainable Entrepreneurship

For the second year in a row, smartphoto was honoured by the evaluation committee of the VOKA Charter Sustainable Entrepreneurship (VCDO) with the award of the Sustainability Certificate Laureate 2023.

Smartphoto group, the innovative e-commerce group from Wetteren, is committed to corporate social responsibility, with a focus on economic added value and respect for people and the environment. For smartphoto group, the company policy is not limited to achieving the financial objectives, but also includes social and ecological objectives. Therefore, we want to strengthen our commitment to sustainability.



In 2021, a clear reference framework was built for this purpose, and it was decided to develop an annual action plan within the VOKA Charter for Sustainable Entrepreneurship. Based on the sustainability efforts realised in 2021, smartphoto already received the recognition of Laureate 2022 last year.

With the award of the VCDO Certificate - Laureate 2023 on 14 June 2023, smartphoto was once again rewarded for translating its sustainability strategy into concrete actions; a recognition for the sustainability efforts made over the past year.

These sustainability actions are linked to the United Nations Sustainable Development Goals (SDGs), embedded in the VCDO.



Together with the sustainability team, which was set up 2 years ago, we are working in various ways to reduce smartphoto's ecological footprint and contribute to a sustainable society, for example by pursuing efforts towards CO2 neutral deliveries with a target of sending 95% of all parcels CO2 neutral. As such, smartphoto is proud to receive this certificate.

As an inspiring best practice, VOKA highlighted the paper waste reduction in the production process. Thinking out of the box, taking a fresh look at the production processes - which had been common practice for years - and questioning them again, a 5% saving in the global paper consumption was achieved from 2022 onwards

Meanwhile, the annual action plan, which was drawn up for 2023, is already being implemented. Smartphoto group hereby commits itself to achieving a third VCDO certificate.

More information on smartphoto group's sustainability policy can be found on our corporate website [www.smartphotogroup.com](http://www.smartphotogroup.com) under the ESG section.



## About smartphoto group

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

Additionally, smartphoto group, through naYan, active in B2B e-commerce, 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 businesses of personalised gift packages containing 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).

## For additional information

Stef De corte\*, CEO

smartphoto group NV  
Kwatrechtsteenweg 160  
B- 9230 Wetteren  
Tel. +32.9.365.99.10  
E-mail: [corporate@smartphoto.com](mailto:corporate@smartphoto.com) - Internet: [www.smartphotogroup.com](http://www.smartphotogroup.com)

\* Fixed representative of Acortis BV

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

