

PRESS RELEASE – Regulated information

Wetteren, 29 June 2023 – 10.45 p.m.

smartphoto group - Euronext Brussels: SMAR

smartphoto group - Publication of a transparency notification

According to Article 9bis of the articles of association of smartphoto group NV, each holder of voting securities must notify when the voting rights attached to the voting securities reach, exceed or fall below the thresholds of 3%, 5%, or any multiple of 5% of the total number of existing voting rights.

In accordance with Article 14 and Article 29 of the Law of May 2, 2007 on disclosure of major holdings in issuers whose shares are admitted to trading on a regulated market, and containing various provisions, smartphoto group NV discloses the following notification:

The companies Midelco NV, Cecan Invest NV and Isarick NV, as well as Mr Philippe Vlerick, Doorniksewijk 49, B - 8500 Kortrijk, have informed the Financial Services and Markets Authority (FSMA) and smartphoto group NV that the aggregate percentage of the number of acquired voting securities or voting rights on 20 June 2023 has exceeded the 20% threshold through the acquisition of 30 000 shares by Cecan Invest NV. The total number of voting rights held by the persons acting in concert following this transaction is 789 970 or 20.04%. Details of the notification received are shown below.

Notification received on 29 June 2023

Notification by persons acting in concert

Holders of voting rights	Previous notification Number of voting rights	After the transaction Number of voting rights	% voting rights
STAK Professor Vlerick	0	0	
Cecan Invest NV	217 364	269 864	
Subtotal	217 364	269 864	
Philippe Vlerick	3 607	3 607	
Midelco NV	467 555	503 830	
Subtotal	471 162	507 437	
Isabelle Vlerick	0	0	
Isarick NV	12 669	12 669	
Subtotal	12 669	12 669	
TOTAL	701 195	789 970	20.04%

Total number of voting rights (the denominator) at the time of the transaction, i.e. 20 June 2023: 3 941 950.

Chain of controlled undertakings through which the holding is effectively held:

The shares are held directly by the companies Midelco NV, Cecan Invest NV, Isarick NV, and by Mr Philippe Vlerick. Cecan Invest NV is a direct subsidiary of Cecan NV whose majority shareholder is STAK Professor Vlerick. Midelco NV is controlled by Philippe Vlerick. Isarick NV is a direct subsidiary of Ispahan NV, which is controlled by Isabelle Vlerick.

The notification, of which the information is presented in this press release, is available on the corporate website of smartphoto group NV, being www.smartphotogroup.com, under the heading Investors/Transparency legislation/Transparency declarations.

Notifications of important participations, or changes thereof, must - in accordance with the Act of May 2, 2007 and the Articles of Association of smartphoto group NV - be sent to:
Maggy Van den Stock, e-mail: maggy.vandenstock@smartphoto.com.



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

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* Fixed representative of Acortis BV

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

