

**PRESS RELEASE - Non-regulated information**

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smartphoto group - Euronext Brussels: SMAR

## Smartphoto wins the Becom Diamond Award 2023

At the Belgian E-Commerce Awards organised last night by Becom, the unified e-commerce federation BeCommerce/SafeShops.be, smartphoto won the Diamond Award 2023 as the best Belgian webshop in the category of large webshops.



The reason smartphoto won the Diamond Award is that our webshop scored best in all categories. The individual categories were Brilliant Concept, Logistics Champion, Payment Hero, Customer Friendliness and Sustainability.

Over the last few years, smartphoto group, the innovative e-commerce group from Wetteren, already won several awards within the individual categories, and this within both BeCommerce and SafeShops.be, the Belgian sector associations that were united as Becom.

Smartphoto is extremely proud to achieve this award of best Belgian webshop. That we are recognised and rewarded by our own customers, is a confirmation of the commitment of all our employees within the smartphoto family, who work day in, day out, to provide them with a meaningful smile without worries.

For this recognition as overall winner, we would especially like to thank our customers for their support and confidence in our services. Our teams will do everything possible to ensure that our customers remain satisfied and have a positive experience.

Are you interested in becoming part of the smartphoto family yourself? Then please check out the current vacancies at [www.werkenbijsmartphoto.be](http://www.werkenbijsmartphoto.be).



### 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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