

PRESS RELEASE – Regulated information

Wetteren, 23 January 2024 – 05.45 p.m.

smartphoto group - Euronext Brussels: SMAR

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:

Notification made on 23 January 2024

Smartphoto group NV has informed the Financial Services and Markets Authority (FSMA) that the percentage of voting securities or voting rights acquired, has exceeded the legal and statutory threshold of 10% on January 19, 2024 due to the additional acquisition of treasury shares. The total number of voting securities held in treasury amounts to 394,387 or 10.00%.

The details of this notification are shown below.

Notification by a person that notifies alone.

Holders of voting rights	Previous notification Number of voting rights	After the transaction Number of voting rights	% voting rights
smartphoto group NV c/o Kwatrechtsteenweg 160, B-9230 Wetteren	198,641	394,387	10.00%
TOTAL	198,641	394,387	10.00%

Total number of voting rights (the denominator) at the time of the acquisition of the voting rights, i.e. on 19 January 2024: 3,941,950.

Chain of controlled undertakings through which the holding is effectively held:
smartphoto group NV is not a controlled undertaking.

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

