

**PRESS RELEASE – Regulated information**

Wetteren, 29 January 2024 – 05.45 p.m.

smartphoto group - Euronext Brussels: SMAR

## smartphoto group Update of 29 January 2024 on the purchase of treasury shares

Smartphoto group, the innovative e-commerce group from Wetteren, announces that as part of the share repurchase programme started on 19 October 2023, as announced on 18 October 2023, with a target value of 1 500 000.00 euro in treasury shares, the transactions listed below were carried out in the period from 22 January 2024 up to and including 26 January 2024.

In this period, smartphoto group purchased 446 treasury shares.

These transactions were carried out on the regulated market NYSE Euronext Brussels, in accordance with the discretionary mandate given to KBC Securities by the Board of Directors.

Treasury shares purchased on Euronext Brussels

Transaction date	Number of shares	Average price (in euro)	Lowest price (in euro)	Highest price (in euro)	Total (in euro)
22/1/2024	95	29.40	29.40	29.40	2,793.00
23/1/2024	151	29.60	29.60	29.60	4,469.60
26/1/2024	200	30.00	30.00	30.00	6,000.00
<b>Total</b>	<b>446</b>	<b>29.74</b>			<b>13,262.60</b>

After the above-mentioned transactions, smartphoto group owns a total of 394 833 treasury shares, or 10.02% of the total number of shares issued (3 941 950).

Under the current share repurchase programme, which stipulates that treasury shares can be purchased up to and including 31 december 2024, or until the target value of 1 500 000.00 euro in shares has been acquired, treasury shares can still be purchased for a total value of 274 530.24 euro.

The overview of all transactions relating to the purchase of treasury shares since 6 March 2023, the start of the current buyback programme, is presented under the following heading on our website [www.smartphotogroup.com](http://www.smartphotogroup.com): "Investors/Information for shareholders/Purchase of treasury shares".

### 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.

