

PRESS RELEASE – Regulated information

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smartphoto group - Euronext Brussels: SMAR

smartphoto group Update of 18 March 2024 on the purchase of treasury shares

Smartphoto group, the innovative e-commerce group from Wetteren, announces that 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, has been successfully completed.

In the period from 11 March 2024 till 14 March 2024, smartphoto group purchased 1 301 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)
12/3/2024	186	27.70	27.70	27.70	5,152.20
13/3/2024	306	27.59	27.50	27.60	8,441.50
14/3/2024	809	27.23	27.20	27.50	22,033.03
Total	1,301	27.38			35,626.73

A total of 52 816 shares were purchased under this share repurchase programme at an average price of 28.40 euro per share, for a total amount of 1 500 027.21 euro.

Currently, smartphoto group holds 404 655 treasury shares, or 10.27% of the total number of issued shares (3 941 950).

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: "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.

