

PRESS RELEASE – Regulated information

Wetteren, 22 July 2024 – 11.30 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:

Notification received on 18 July 2024

The private foundation trust office Vleterinvest (Beukenlaan 1, 9250 Waasmunster, Belgium), has notified the Financial Services and Markets Authority (FSMA) and smartphoto group NV about the transfer for certification of the shares of Shopinvest NV. Pursuant to this certification, the private foundation trust office Vleterinvest is the controlling person of Shopinvest NV. Details of the notification received are given below.

Notification by a parent undertaking or a controlling person

Holders of voting rights	Previous notification # of voting rights	After the transaction # of voting rights	% of voting rights
Private foundation trust office Vleterinvest	0	0	0,00%
Shopinvest NV	719 000	719 000	18,24%
Subtotal	719 000	719 000	18,24%
TOTAL		719 000	18,24%

Total number of voting rights (the denominator) at the time of the transaction, i.e. on 22 July 2024: 3 941 950.
The threshold exceeded amounts to 15%.

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

Shopinvest NV holds a qualifying participation in smartphoto. The shares of Shopinvest NV shares were transferred for certification; the private foundation trust office Vleterinvest is the controlling person of Shopinvest NV pursuant to this certification.

The notification of which the information is set out in this press release is available on smartphoto group NV's corporate website, being www.smartphotogroup.com, under the heading Investors/Transparency Legislation/Transparency Declarations.

Notifications of major shareholdings, or changes thereto, must - following the Act of 2 May 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 decoration (www.smartphoto.be).

Additionally, smartphoto group, through naYan which is active in B2B e-commerce, is one of the market leaders in e-commerce distribution. NaYan is a full-service e-commerce agency that, worldwide, helps ambitious brands grow online, with proven expertise in e-commerce, digital marketing, customer experience and sales through marketplaces (www.nayan.be).

Through TopFanZ, smartphoto group is also Belgium's market leader in merchandising products and services in the sports and entertainment sector, ranging from product procurement, support in e-commerce activities and logistics, to full-service partnerships, including marketing advice (www.topfanz.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.

