

PRESS RELEASE – Regulated information

Wetteren, 8 July 2024 – 05.45 p.m.

smartphoto group - Euronext Brussels: SMAR

smartphoto group
Update of 8 July 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 14 May 2024, as announced on 13 May 2024, with a target value of 1 500 000.00 euro in treasury shares, the transactions listed below were carried out in the period from 1 July 2024 to 5 July 2024.

In this period, smartphoto group purchased 231 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) |
|------------------|------------------|-------------------------|------------------------|-------------------------|-----------------|
| 1/7/2024 | 55 | 27.40 | 27.40 | 27.40 | 1,507.00 |
| 2/7/2024 | 8 | 27.40 | 27.40 | 27.40 | 219.20 |
| 3/7/2024 | 43 | 27.40 | 27.40 | 27.40 | 1,178.20 |
| 4/7/2024 | 75 | 27.49 | 27.40 | 27.50 | 2,062.00 |
| 5/7/2024 | 50 | 27.60 | 27.60 | 27.60 | 1,380.00 |
| Total | 231 | 27.47 | | | 6,346.40 |

After the above-mentioned transactions, smartphoto group owns a total of 409 606 treasury shares, or 10.39% 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 2025, 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 1 363 258.79 euro.

The overview of all transactions relating to the purchase of treasury shares 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 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

Stef De corte*, CEO

smartphoto group NV
Kwatrechtsteenweg 160
B- 9230 Wetteren
Tel. +32.9.365.99.10
E-mail: corporate@smartphoto.com - Internet: www.smartphotogroup.com

* Fixed representative of Acortis BV

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

