

## PRESS RELEASE

Wetteren, 25 October 2024 – 05.45 p.m.

smartphoto group - Euronext Brussels: SMAR

# smartphoto group - SDG Pioneer 2024

Smartphoto group, the innovative e-commerce group from Wetteren, is delighted to have received the SDG Pioneer 2024 certificate.

The 7th VOKA Day 'Sustainable Business' at Technopolis in Mechelen yesterday, 24 October 2024, gathered all companies that, under VOKA's guidance, have taken steps towards more sustainable business over the past year. Smartphoto group was one of the companies that was awarded a UN sustainability certificate, in recognition of the United Nations for investing in knowledge building, implementation and communication on the Sustainable Development Goals (SDGs).

On 22 July 2024, we already received our third consecutive Laureate recognition for translating our sustainability strategy into concrete actions. These actions are developed within the VOKA Charter Sustainable Business (VCDO), and are linked to the United Nations SDGs, which now awarded us this special recognition of SDG Pioneer 2024.

Our team has been working hard to achieve this recognition, and we continue our efforts to make sustainable improvements on all fronts.



For the presentation and guidance of the UNITAR certificates, VOKA collaborated with CIFAL Flanders, the local hub of UNITAR, the United Nations training institute.

We also greatly appreciated that the award ceremony for all this year's laureates was opened with a congratulatory speech by Prof Dr Ebru Canan-Sokullu, the Associate Director of the CIFAL Global Network. Her inspiring speech to the laureates gave a special start to the ceremony.

## 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](http://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](http://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](http://www.topfanz.com)).

Smartphoto group's shares are traded on Euronext Brussels (ISIN BE0974323553, ticker symbol SMAR).



## For additional information

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