

PRESS RELEASE – Regulated information

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smartphoto group - Euronext Brussels: SMAR

smartphoto group Update of 9 December 2024 on the purchase of treasury shares

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

In the period from 2 December 2024 till 4 December 2024, 10 324 treasury shares, of which 8 615 shares were acquired through a block transaction.

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)
2/12/2024	959	24.34	24.10	25.00	23,339.30
3/12/2024	300	26.30	26.30	26.30	7,890.00
4/12/2024	450	26.56	26.50	26.70	11,950.00
Total	1,709	25.27			43,179.30

Treasury shares acquired through the following block transactions on Euronext Brussels

Transaction date	Transaction time	Number of shares	Average price (in euro)	Total (in euro)
3/12/2024	17:28:00	3,618	26.30	95,153.40
4/12/2024	10:34:00	4,997	26.40	131,920.80
Total		8,615	26.36	227,074.20

A total of 59 451 shares were purchased under this share repurchase programme at an average price of 25.23 euro per share, for a total amount of 1 499 974.50 euro.

Currently, smartphoto group holds 464 106 treasury shares, or 11.77% of the total number of issued shares (3 941 950).

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

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

