

PRESS RELEASE – Regulated information

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smartphoto group - Euronext Brussels: SMAR

smartphoto group Update regarding the purchase of treasury shares dated July 5, 2021

Smartphoto group, the innovative e-commerce group from Wetteren, announces that, as part of the share repurchase programme started on September 17, 2020, and announced on September 16, 2020, the transactions listed below were carried out in the period from June 28, 2021 to July 2, 2021.

In this period, smartphoto group purchased a total of 580 shares via the Euronext trading platform.

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.

Transaction date	Trading market	Number of shares	Average price (in EUR)	Lowest price (in EUR)	Highest price (in EUR)	Total (in EUR)
28/06/2021	Euronext Brussels	580	29,13	29,00	29,30	16.894,01
Total	Euronext Brussels	580	29,13			16.894,01

After the above-mentioned transactions, smartphoto group has purchased 47,437 shares through this share repurchase programme with September 17, 2020 as starting date. Thus smartphoto owns a total of 198,989 treasury shares, or 5.05% of the total number of shares issued (3,941,950).

Under the current share repurchase programme, treasury shares can still be repurchased up to and including May 31, 2023, or until the target value of EUR 3,000,000 in shares has been acquired; i.e. a remaining value of EUR 2,010,990.81.

The overview of all transactions concerning the purchase of treasury shares since September 17, 2020, the start of the current repurchase programme, is displayed on our website www.smartphotogroup.com under the heading: "Investors/Information for shareholders/Purchase treasury shares".



About smartphoto group

Smartphoto group, the innovative e-commerce group, operates in 12 European countries and primarily targets consumers.

Smartphoto group is active in B2C e-commerce with affordable, high-quality personalised products such as photo books, personalised gifts, cards, calendars, wall decoration and prints.

The shares of smartphoto group are traded on Euronext Brussels (ISIN BE0974323553, ticker symbol SMAR).

For additional information

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