

PRESS RELEASE – Regulated information

Wetteren, December 9, 2021 –17H45

smartphoto group - Euronext Brussels: SMAR

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 the 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 made on December 8, 2021

Smartphoto group NV has informed the Financial Services and Markets Authority (FSMA) that the percentage of voting securities or voting rights held by the company on December 2, 2021 has fallen below the legal and statutory threshold of 5% due to the transfer of treasury shares following the acquisition of Frucon² NV (see press release dated December 2, 2021). The total number of voting securities held by the company amounts to 188,497 or 4.78%.

The notification dated December 8, 2021 contains the following information:

Notification by a person that notifies alone.

Holders of voting rights	Previous notification Number of voting rights	After the transaction Number of voting rights	% voting rights
smartphoto group NV c/o Kwatrechtssteeweg 160, B-9230 Wetteren	197,759	188,497	4.78%
TOTAL		188,497	4.78%

Total number of voting rights (the denominator) at the time of the transfer of the voting rights, i.e. on December 2, 2021: 3,941,950.

Chain of controlled undertakings through which the holding is effectively held:
Smartphoto group NV is not a controlled undertaking.

The notification, of which the information is presented in this press release, is available on the corporate website of smartphoto group NV, being www.smartphotogroup.com, under the heading Investors/Transparency legislation/Transparency declarations, or via [this link](#).

Notifications of important participations, or changes to these, must - in response to the Act of May 2, 2007 and following 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, is active under the name smartphoto™ in 12 European countries in B2C e-commerce with affordable, high-quality personalised products such as gifts, cards, photo books, photo calendars, prints and wall decorations.

Additionally, through Nayan, smartphoto group is one of the online market leaders in Europe in the field of personalised gift packages with chocolate, alcohol, fruit or flowers for companies and consumers, with websites such as Gift.be and GiftsforEurope.com. Furthermore, as an omni-channel agency, Nayan offers a unique full-service for international brands looking for growth.

The shares of smartphoto group 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.

