PRESS RELEASE – Regulated information
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smartphoto group - Euronext Brussels: SMAR

smartphoto group
Update regarding the purchase of treasury shares dated March 21, 2022

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 March 14, 2022 to March 18, 2022.

In this period, smartphoto group purchased a total of 3,350 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)
14/3/2022	Euronext Brussels	150	28.70	28.70	28.70	4,305.00
17/3/2022	Euronext Brussels	3,000	29.00	28.70	29.00	86,990.70
18/3/2022	Euronext Brussels	200	28.80	28.80	28.80	5,760.00
Total	Euronext Brussels	3,350	28.97			97,055.70

After the above-mentioned transactions, smartphoto group has purchased 82,562 shares through this share repurchase programme with September 17, 2020 as starting date. After the transfer of 16,426 treasury shares relating to the takeover of Nayan (Frucon² NV), smartphoto group holds a total of 217,688 treasury shares, or 5.52% of the total number of issued shares (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 952,962.86.

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".

smartphoto

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 decoration.

Additionally, smartphoto group, through Nayan, is one of the market leaders in e-commerce distribution in Europe by offering a unique 'e-commerce as a service' (EAAS) for international brands looking for growth, and the sale to companies of personalised gift packages with chocolate, alcohol, fruit or flowers through websites such as Gift.be and GiftsforEurope.com.

The shares of smartphoto group 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.