



PRESS RELEASE – Regulated information

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smartphoto group - Euronext Brussels: SMAR

smartphoto group Update of July 11, 2022 on the purchase of treasury shares

Smartphoto group, the innovative e-commerce group from Wetteren, announces that, as part of the share repurchase programme started on June 17, 2022, and announced on June 16, 2022, with a target value of 1,500,000 euro in treasury shares, the transactions listed below were carried out in the period from July 4, 2022 to July 8, 2022.

In this period, smartphoto group purchased a total of 1,150 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 euro)	Lowest price (in euro)	Highest price (in euro)	Total (in euro)
4/7/2022	Euronext Brussels	239	27.34	26.90	27.60	6,534.10
5/7/2022	Euronext Brussels	500	27.60	27.60	27.60	13,800.00
6/7/2022	Euronext Brussels	100	27.00	27.00	27.00	2,700.00
7/7/2022	Euronext Brussels	311	27.39	27.00	27.40	8,517.01
Total	Euronext Brussels	1,150	27.44			31,551.12

After the above-mentioned transactions, smartphoto group owns a total of 252,979 treasury shares, or 6.42% of the total number of shares issued (3,941,950).

Under the new share repurchase programme, which stipulates that treasury shares can be purchased up to and including June 30, 2023, or until the target value of 1,500,000 euro in shares has been acquired, treasury shares can still be purchased for a total value of 1,433,753.89 euro.

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, 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

Stef De corte*, CEO

smartphoto group NV
Kwatrechtsteenweg 160
B- 9230 Wetteren
Tel. +32.9.365.99.10
E-mail: corporate@smartphoto.com - Internet: www.smartphotogroup.com

* Fixed representative of Acortis BV

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

