

PRESS RELEASE – Regulated information

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smartphoto group - Euronext Brussels: SMAR

smartphoto group Update of 9 October 2023 on the purchase of treasury shares

Smartphoto group, the innovative e-commerce group from Wetteren, announces that the share repurchase programme started on 6 March 2023, as announced on 3 March 2023, with a target value of 1,500,000 euro in treasury shares, has been successfully completed.

In the period from 2 October 2023 till 5 October 2023, 853 treasury shares were repurchased.

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)
2/10/2023	111	26.86	26.70	26.90	2,981.90
4/10/2023	551	26.54	26.40	26.70	14,625.58
5/10/2023	191	26.90	26.90	26.90	5,137.90
Total	853	26.67			22,745.38

A total of 51 629 shares were purchased under this share repurchase programme at an average price of 29.05 euro per share, for a total amount of 1 500 006.81 euro.

Currently, smartphoto group holds 351 839 treasury shares, or 8.93% of the total number of issued shares (3 941 950).

The overview of all transactions relating to the purchase of treasury shares is presented on our website www.smartphotogroup.com under the heading "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 decorations.

Additionally, smartphoto group, through naYan, active in B2B e-commerce, 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 businesses of personalised gift packages containing chocolate, alcohol, fruit or flowers through websites such as Gift.be and GiftsforEurope.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.

