

PRESS RELEASE – Regulated information

Wetteren, 6 January 2025 – 06.15 p.m.

smartphoto group - Euronext Brussels: SMAR

smartphoto group 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 2 May 2007 on 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 received on 31 December 2024

The private foundation trust office Vleterinvest (Gentstraat 17, bus 3, 9250 Waasmunster, Belgium), has notified the Financial Services and Markets Authority (FSMA) and smartphoto group NV about an exchange agreement between the companies Shopinvest NV and De Vleterbeek NV, whereby 169 980 smartphoto group shares have become the property of De Vleterbeek NV.

Details of the notification received are given below.

Notification by a parent undertaking or a controlling person

Reason for notification:

Acquisition or transfer of voting securities or voting rights

Holders of voting rights	Previous notification # of voting rights	After the transaction # of voting rights	% of voting rights
Private foundation trust office Vleterinvest	0	0	0,00%
Shopinvest NV	719 000	550 020	13.95%
De Vleterbeek NV	0	168 980	4.29%
Subtotal	719 000	719 000	18.24%
TOTAL		719 000	18.24%

Total number of voting rights (the denominator) at the time of the transaction, i.e. on 31 December 2024: 3 941 950.

The threshold exceeded amounts to 15%.

Chain of controlled undertakings through which the holding is effectively held:

The private foundation trust office Vleterinvest holds 100% of the shares and voting rights of Shopinvest NV. Shopinvest NV owns 100% of the shares of De Vleterbeek NV. The companies Shopinvest and De Vleterbeek have entered into an exchange agreement whereby 168 980 smartphoto shares have become the property of De Vleterbeek. Control still remains 100% with the private foundation trust office Vleterinvest.

The notification of which the information is communicated in this press release is available on smartphoto group NV's corporate website, being www.smartphotogroup.com, under the heading Investors/Transparency Legislation/Transparency Declarations.

Notifications of major shareholdings, or changes thereto, must - following the Law of 2 May 2007 and 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, 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 decoration (www.smartphoto.be).

Additionally, smartphoto group, through naYan, which is active in B2B e-commerce, is one of the market leaders in e-commerce distribution. NaYan is a full-service e-commerce agency that, worldwide, helps ambitious brands grow online, with proven expertise in e-commerce, digital marketing, customer experience and sales through marketplaces (www.nayan.be).

Through TopFanZ, smartphoto group is also Belgium's market leader in merchandising products and services in the sports and entertainment sector, ranging from product procurement, support in e-commerce activities and logistics, to full-service partnerships, including marketing advice (www.topfanz.com).

Smartphoto group's shares 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.

