

PRESS RELEASE – Regulated information

Wetteren, 25 June 2025 – 17H450

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 24 June 2025

Alyrick BV, Alychlo NV, Mr Marc Coucke, Midelco NV, Mr Philippe Vlerick, smartphoto group NV, Cekan NV, STAK professor Vlerick NV, Isarick NV and Ms Isabelle Vlerick have informed the Financial Services and Markets Authority (FSMA) and smartphoto group NV about the acquisition of voting securities.

Notification by a parent undertaking or a controlling person and persons acting in mutual consent

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 |
|--------------------------|---------------------------------------------|---------------------------------------------|--------------------|
| STAK professor Vlerick | 0 | 0 | 0.00% |
| Cekan NV | 269 864 | 269 864 | 6.85% |
| Subtotal | 269 864 | 269 864 | 6.85% |
| Philippe Vlerick | 0 | 0 | 0.00% |
| Midelco NV | 0 | 0 | 0.00% |
| Marc Coucke | 0 | 0 | 0.00% |
| Alychlo NV | 60 194 | 60 194 | 1.53% |
| Alyrick BV | 2 158 060 | 2 884 861 | 73.18% |
| Subtotal | 2 218 254 | 2 945 055 | 74.71% |
| Isabelle Vlerick | 0 | 0 | 0.00% |
| Isarick NV | 12 669 | 0 | 0.00% |
| Subtotal | 12 669 | 0 | 0.00% |
| Smartphoto group NV | 464 106 | 464 106 | 11.77% |
| Subtotal | 464 106 | 464 106 | 11.77% |
| TOTAL | | 3 679 025 | 93.33% |

Total number of voting rights (the denominator) at the time of the transaction, i.e. on 10 June 2025: 3 941 950.

The exceeded threshold amounts to 90%.

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

Alyrick BV is controlled by Alychlo NV and Midelco NV. Alychlo NV is in turn controlled by Marc Coucke, and Midelco NV is controlled by Philippe Vlerick. Cekan NV is controlled by STAK Professor Vlerick. Isarick NV is controlled by Ispahan NV, which in turn is controlled by Isabelle Vlerick. Smartphoto group NV is an affiliate of Alyrick BV.

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).

Furthermore, smartphoto group, through Image Insight, the commercial trading name of System Insight Ltd, specialises in bespoke photo solutions for visitor attractions, events, and venues globally.

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.

