

ANNOUNCEMENT

Personal Changes in the Board and Management Team at Smart Valor AG

Zug, Switzerland – 28.12.2023 – Smart Valor AG announces important changes within its leadership team.

After five years of dedicated service at Smart Valor, Zsolt Finta, who has been overseeing the company's finance and accounting functions, will be stepping down from his role within the management team, effective December 31, 2023. During his tenure, Mr. Finta made significant contributions to the establishment and growth of our finance operations. Notably, he played a pivotal role in preparing the financial statements for our initial public offering in 2021 and led the successful completion of the full financial audit for Smart Valor during this year. As he departs, Zsolt Finta leaves behind a well-structured and efficiently functioning finance organization. Mr. Finta leaves Smart Valor as per 31.12.2023. His responsibilities will be taken over by the current finance team.

On the board level, Jean-Baptiste Zufferey will conclude his three-year term and retire from the board at the close of December 2023. Mr. Zufferey, who has a wealth of experience in regulatory matters, including his prior role as a board member of a Swiss regulatory body, played a vital role during the period when Smart Valor underwent rigorous regulatory approval procedures. His extensive background in serving on the boards of various financial companies in Switzerland has provided invaluable guidance to the Smart Valor management team, enabling us to set and prioritize our strategic objectives effectively. After departure of Mr. Zufferey the board of Smart Valor AG Switzerland will consist of two and of Smart Valor AG Liechtenstein of three Board members which is sufficient from the regulatory requirement perspective. Therefore, no immediate substitution is currently planned.

We extend our heartfelt appreciation to both departing team members, Jean- Baptiste Zufferey and Zsolt Finta, for their unwavering commitment and significant contributions to the growth and success of Smart Valor.

For additional information, please contact

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Certified Adviser

Mangold Fondkommission AB is acting as the Company's Certified Adviser. Further information is available at <https://smartvalor.com/en/investor-relations>

About SMART VALOR

SMART VALOR is a Swiss company that became the first European digital asset exchange listed on Nasdaq First North. The company's mission is to provide a trusted gateway to blockchain technology for investors and institutions. On the B2C side, it operates a retail digital asset exchange, custody, and asset management. On the B2B side, the company works with banks and fintech companies offering its technology as a white-label Crypto-as-a-Service solution.