

Press information 2009-03-17

Significant expansion orders to Seamless from MTN in Afghanistan

The innovative mobile operator MTN has extended their prepaid distribution network by adding Point-of-sales terminals to enable efficient reselling through a new channel. This is part of a strategy to achieve market leadership through wide distribution.

"For MTN customer care is vital and this investment makes it easier and more convenient for our subscribers to Top Up their phones quicker all over the country" says George Nassif, Chief Information Officer at MTN Afghanistan. "MTN wants to be a major player in Afghanistan and presence is vital for growth in the mobile business. In Afghanistan we face the challenge of many new mobile phone owners that are more and more geographically spread, we want to make life easy for them. We are by no means done after this. We have a very aggressive strategy and we have another order for an even wider distribution from Seamless" finishes George Nassif.

MTN Afghanistan first launched a channel where resellers use a mobile handset as a terminal. This latest expansion allows them to add shops with a high throughput of executing sales. In the Mumbai office of Seamless, VP Sales Director Devika Sehgal is highly pleased with the recurring customer.

"We are happy that MTN Afghanistan has found good use of the versatility of ERS 360° by adding a sales channel. Now the system uses technology that is completely different to the Mobile Handset solution earlier deployed" says Devika Sehgal and continues "With the ERS 360° MTN has catered for future needs as more distribution channels like retail chains or banks can be added. There is also a suite of VAS that is administered through the same ERS 360° transaction hub. We look forward to see the results of our next delivery."

Devika Sehgal concludes:

"This order confirms our strategy of versatility. Our ERS 360° supplies a very strong portfolio for mobile operators and the confidence in our Top Up technology gives momentum as we launch our solution for Mobile Money Transfer, The Mollet™".

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About MTN Group:

The MTN Group Limited (MTN Group) is a leading provider of communication services, offering cellular network access and business solutions. The MTN Group is listed in South Africa on the JSE under the Industrial – Telecommunications sector.

Launched in 1994, the MTN Group is a multinational telecommunications group, operating in 21 countries in Africa and the Middle East. As of end 2008, MTN recorded just under 91 million subscribers across its operations.

About Seamless:

Seamless is a software company specialized in solutions for prepaid Top Up, m-Payments and Money Transfer through mobile phones.

The software platform ERS 360° connects Mobile Operators to Retail Chains, Banks, Web portals, Remitters etc. as a hub for transactions. It seamlessly interfaces to business systems, to a multitude of cash registers and terminals in a secure and scalable solution.

The Mobile Money Transfer system The Mollet™ is a Mobile Wallet = mollet. A mollet in the mobile facilitates transfer of money to any other mobile phone. Cash is carried safely in a mollet, cash deposit and withdrawal is easy with a mollet, it can replace both cash and cards.

The Top Up range consists of GoHandset that enables Top Up reselling using a mobile phone as terminal, of GoBanking that offers bank customers easy Top Up and banking services through the mobile phone and of GoShopping that let for example Convenience Store Chains introduce efficient selling of airtime.

The VAS suite from Seamless let subscribers benefit from Value Added Services through self-serve access. Examples are Peer-to-peer Airtime Transfer to let people send airtime to each other and Subscriber-campaigns that allow users to take part of special offerings from their operator by sending an SMS.

Seamless has deployed e-Top Up and M-commerce solutions for more than 40 mobile operators in 18 countries, across four continents. The company is a Global Partner of both Ericsson and Sagem Orga. The company headquarter is in Stockholm, Sweden with sales offices in India and South Africa as well as a support centre in India. Seamless was founded in 2001 and the share is traded at NASDAQOMX First North since May 30th, 2006.

www.seamless.se

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