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Two MTN countries to use Managed Operations to operate their systems from Seamless

Many mobile operators look at outsourcing the management of their systems to take advantage of lower costs through scale advantages and the good availability of high level expertise. Following the orders of Managed Operations for Seamless systems at MTN operations in Congo and Afghanistan, the MTN Group is considering to add Managed Operations to the Group Frame Agreement. This implies that when Seamless delivers an ERS 360° system, it is run with Managed Operations.

"Seamless is keen on meeting up with the developing demands of the market" says George Nassif, CIO, MTN Afghanistan. "Our experience from working with Seamless is all through very positive, their software is well proven and reliable. The Managed Operations from Seamless becomes very favourable for us when it comes to managing, operating and maintaining a platform that let our subscribers earn airtime from a peer, buy airtime from a retailer and Top Up using electronic vouchers. The subscriber can also, through USSD menu, select his preferred tariff plan or add the service offering promotion he desires (SCIMA)" continues George Nassif and finishes "We came to the conclusion that with Managed Operations we would accomplish a cost saving and ensure competence in operation and maintenance. It's not only about staff being with us or Seamless, we felt confident with the high availability through remote connectivity of Managed Operations in combination with planned on-site presence"

The business area Managed Operations is expected to grow significantly as mobile operators focus on their business of attaining larger subscriber bases and offering services to their subscribers with short time-to-market.

"When we set-up the Managed Operations at a customer site we have three keywords: Proactive, transparent and immediate" says Danijela Kostic, head of Managed Operations at Seamless. "Proactive is about monitoring, foreseeing and taking action to avoid problems. Transparency is close cooperation with the customer to ensure they always know what's going on with their system and to see the value of the service" continues Danijela Kostic and finishes "Immediate is the most important, we have short response times to protect our customers business".

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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 100 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 or to a store. 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

