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MTN in Yemen launches ERS 360°

MTN in Yemen switches system for prepaid e-Top Up services, initiating a transition from resellers selling paper vouchers to using their mobile phone to sell airtime. One major feature they will gain through implementing Direct Top Up will be that subscribers themselves can decide the amount to Top Up.

"We are very happy to introduce e-Top Up and reduce the use paper vouchers that are costly to print and distribute, and need a lot of security measures" says Hisham Fathy, Chief Information Officer at MTN in Yemen. "When we heard this would be the first integration of Seamless ERS 360° to the Huawei billing system, we expected some delays or problems during the installation. But the processes the Seamless team had for this was very efficient and all the targets were met. With this launch we are part of the global paradigm shift towards e-Top Up and the ultra low denominations that make it possible even for people with the lowest incomes in Yemen to have mobile phones as they can Top Up airtime in micro values." Hisham Fathy continues "We have also decided for Managed Operations from Seamless. They take full responsibility of the system and we can focus our resources on being expert users of the system."

As part of the Managed Operations service Seamless take full technical responsibility and make sure vital information for enhancing the business is put forward.

"We have implemented several unique features for MTN" says Mohan Mathew Antony, Director at Seamless. "A highly practical one being making it possible for subscribers to Top Up their phone without passing their mobile number to the reseller. In many countries especially women feel uncomfortable to share their number. As our system can be configured with an alias referring to the mobile number, we could assist MTN to satisfy their subscribers."

The delivery was completed in June and after the User Acceptance Test MTN has conducted thorough internal testing of this mission critical system. Out of Seamless Q2 revenue of 12.4 million SEK, this delivery was the single largest revenue recognition.

Home page of MTN Yemen: www.mtn.com.ye/eng

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About Seamless:

Seamless is a software company specialized in solutions for Mobile Money, prepaid e-Top Up and Value Added Services. Seamless has deployed e-Top Up and M-commerce solutions for more than 40 mobile operators in 22 countries, across three continents. Seamless was founded in 2001 and the share is traded at NASDAQ OMX First North. The company headquarter is in Stockholm, Sweden, with offices in India and South Africa.

www.seamless.se