

Seamless signs agreement with Sweden's largest private pharmacy chain

Seamless (OMX: SEAM) has signed an agreement with Apotek Hjärtat to launch the mobile wallet SEQR. Apotek Hjärtat has more than 300 pharmacies across Sweden and the roll out is planned for spring 2014. Sweden and Europe's most used mobile wallet will be available to the pharmacy's customers throughout Sweden.

The agreement with Seamless means that the pharmacy retail industry joins the change of payment method towards mobile payments. The pharmacy Apotek Hjärtat is Sweden's largest private pharmacy chain with SEK 9 billion in turn over.

- We are very pleased that SEQR will be made available to another industry with a wide geographical spread. Our goal is to make mobile payments with SEQR a given in all payment situations, says Peter Fredell, CEO Seamless, that provides SEQR.

SEQR is very easy to use. Through the SEQR-app the user scans a QR-code/taps if NFC and confirms with a personal pin-code. No information is sent between the mobile and the cashier which makes SEQR safer as a method of payment compared to cash or cards.

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ABOUT SEQR, by Seamless

SEQR (se·cure) is Sweden's and Europe's most used mobile wallet in stores and online. SEQR enables anybody with a smartphone to pay in stores, at restaurants, parking lots and online, transfer money at no charge, store receipts digitally and receive offers and promotions directly through one mobile app. Through the SEQR app, the user simply scans or taps a QR-code/NFC at check-out and approves the purchase by entering a PIN code. Fast, smooth and safe, SEQR's payment solution enables merchants to lower interchange fees significantly compared to those charged by traditional card companies. SEQR's unique transaction platform has been developed by Seamless, one of the world's largest suppliers of payment systems for mobile phones. Founded in 2001 and active in 30 countries, Seamless handles more than 3,1 billion transactions annually through 525 000 active sales outlets. SEQR is available at Sweden's largest grocery chains, fast food chains and national retailer chains including McDonald's, Hemköp and Ur&Penn. In 2013 SEQR was launched in Romania together with GarantiBank and in the spring of 2014 SEQR will be launched in Belgium together with bpost bank. Seamless is traded on Nasdaq OMX Stockholm, under the SEAM ticker.

This information is such information that Seamless Distribution AB (publ) is required to disclose pursuant to the Swedish Securities Market Act and/or the Swedish Financial Instrument Trading Act. The information was released for publication on December 6, 2013 at 07.50 am (CET).