

Seamless signs agreement with pharmacy chain Apoteksgruppen to launch mobile wallet SEQR

Swedish pharmacy chain Apoteksgruppen has signed an agreement with Seamless (SEAM: OMX) to launch the mobile wallet SEQR. The roll-out will start immediately in selected stores and SEQR-users will soon have access to Sweden's most used mobile wallet. In addition to paying in stores, SEQR-users will be able to connect Apoteksgruppen's loyalty program directly to the app.

- Customer's place a great deal of trust in their local pharmacy and their expectation of customer service is very high. Therefore we are very pleased that Apoteksgruppen has chosen SEQR to strengthen their service and create additional value for their customers, says Peter Fredell, CEO of SEQR provider Seamless.

Anybody with a smartphone can download the SEQR-app for free from Google Play or Appstore. Users can pay at Apoteksgruppen's stores in Örebro and in the thousands of retailers and restaurants throughout Sweden, already connected to SEQR. Users can transfer money between accounts, save receipts digitally, donate to charity and redeem offers directly in the app itself. At the time of purchase the customer scans a QR-code at checkout and confirms the payment with their PIN. Easy, smooth and safe.

- SEQR gives our customers access to a more smooth and fast way of paying and we see the integration with our loyalty program as a big benefit. We will begin the use of SEQR in selected stores before Christmas and will gradually roll out to other stores during next year, says Ola Ebenhart, CIO, Apoteksgruppen.

Apoteksgruppen has 163 pharmacies in Sweden from Gällivare in the north to Borrbý in the south.

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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.