

Soon even more people can pay for parking with SEQR

Seamless (OMX: SEAM) has signed an agreement with APCOA (previously Europark) regarding a roll out of SEQR as the mobile payment method in its parking lots in Sweden.

As opposed to other parking apps on the market, SEQR is free to use and an “all-in-one app” with several additional functions and features for paying in stores and online. APCOA has a large number of parking lots in Sweden and the integration of SEQR will commence in selected areas to be rolled out on a large scale in the spring of 2014.

- We see great value in offering our customers a mobile payment that has several areas of possible use and will not cost them anything extra. With SEQR we can offer our customers just that, together with a smooth and comfortable way to pay, says Bo Liliequist, CEO, APCOA Sweden.

With SEQR, users can forget about coins, parking tickets and additional fees on top cost of parking. 15 minutes before the time of parking runs out, a reminder is sent via a text message. The user will then have the possibility to prolong the parking time directly from the mobile without having to return to the parking lot. Paying for parking with SEQR is significantly faster compared to paying with a card.

- Many people are tired of the time it takes to pay for parking and that it can cost up to 15% extra to pay with your mobile. With SEQR we can offer the better of two worlds. No fees for the users and minimal investment for the parking company since we handle the whole eco system, says Peter Fredell, CEO, Seamless which provides SEQR.

Through SEQR, Seamless offers a parking solution and operational functionality where private and public parking organizations can easily integrate mobile payments to their existing operations. Introducing the system is a smooth process since the solution handles the required reporting and accounting documentation as well as the administration of rates. Peter Fredell continues;

- Thanks to the total solution the parking organization can be up and running with the first parking lots in a few weeks. All the organization need to do is inform SEQR about parking rates, areas and then apply the unique QR-codes by the parking lots.

In addition to paying for parking, users can pay with SEQR in stores, on the web, transfer money between accounts, donate to charity, connect loyalty programs, save receipts digitally and redeem offers directly in the app. Today 4 600 merchants have chosen SEQR.

In Sweden, APCOA Parking has more than 300 employees and close to 1400 parking-and surveillance assignments in 10 cities. On a European level APCOA PARKING Group is responsible for more than 7 500 parking and surveillance assignments divided on 12 countries.

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. 4 600 merchants have chosen SEQR which is available at Sweden's largest grocery chains, fast food chains and national retailer chains including McDonald's, Hemköp and Ur&Penn. SEQR was launched in Romania in 2013 and is scheduled to launch in Finland and Belgium in the spring of 2014. In 2013, SEQR won the Mobile Money Global Award for Best Mobile Money Deployment in Europe. Seamless is traded on Nasdaq OMX Stockholm, under the SEAM ticker.



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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 February 3, 2014 at 07.50 am (CET).

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