

EMAB and Seamless signs agreement on mobile payments

– SEQR offered to approximately 430 member stores across Sweden

The member organization EMAB, owner of the store profile Frendo among others, have signed an agreement with Seamless (OMX:SEAM) to introduce the mobile wallet SEQR. SEQR will be available to the roughly 430 stores across Sweden in April 2014. This means their customers will have access to a smooth and easy to use mobile payment solution in the stores.

Since the launch in 2012, 4 600 merchants have chosen SEQR. Now EMAB have also decided to offer the mobile payment solution to its approximately 430 member stores. Thanks to SEQR's own transaction switch, the card companies are bypassed and the transaction costs are cut in half.

- We strive to always offer the best solutions within purchase and marketing for our members. We view the smartphone as the future payment method and with SEQR we can offer an impressive solution that furthermore contribute to lower transaction costs for our members, says Göran Sandahl, CEO for EMAB.

EMAB is a member organization owned by approximately 430 independent merchants within retail chains such as Shell, St1, Statoil 123, Preem and OKQ8. The organization is also behind the own store profile Frendo with approximately 110 stores operated by independent merchants across the country. Within EMAB there are also 22 Gulf gas stations.

- In just a year, SEQR has become the most used mobile payment solution in store and online in both Sweden and Europe. That another country-wide network of stores such as EMAB now chooses to offer SEQR is further evidence of our offering of an attractive method of payment, says Peter Fredell, CEO of Seamless that provides SEQR.

Paying with SEQR is very easy and both more secure and faster than cards. The only thing needed is downloading of the SEQR- app. The payment is done through scanning a QR-code displayed at checkout and confirm the payment by entering one's personal PIN. The receipt is stored in the phone.

For more information:

Cecilia Lago Albright, media contact Seamless +46 707 43 13 45, cecilia.albright@seamless.se

Peter Fredell, CEO Seamless, +46 8 564 878 00, peter.fredell@seamless.se

Göran Sandahl, CEO, EMAB, 0708-91 88 09, sandahl@emab.org

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 17, 2014 at 07.50 am (CET).

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, connect loyalty programs, 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 including 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. www.seqr.com