

SEQR mobile wallet offers an easier path to fundraising and giving

Giving should be easy. That's why Seamless, the company behind the mobile wallet SEQR, has applied its technology using QR-codes to fundraising. Now, users of the SEQR-app can donate money directly inside the app or by scanning a QR-code unique to each participating organization. The QR-code is also easily displayed in digital or traditional marketing channels. Amnesty International (Sweden), Plan (Sweden) and the Child Cancer Foundation (Sweden) are among the twelve organizations that are already accepting donations through SEQR.

- Our vision is to offer mobile payment solutions that change the payment industry. By donating through SEQR, it only takes a minute to make a difference. Since the QR-codes are unique we can easily assist the organizations in measuring the reach and success when it comes to choice of media channel, says Anders Forssten, Global Marketing Manager SEQR, also responsible for the charity web site Allainsamlingar.

Since QR-codes can be applied to almost anything, it opens up endless opportunities for fundraisers. SEQR-users can donate on the go, when a need arises, and from the smartphone. The unique QR-code can be applied to flyers, posters, stickers, web-site, in social media, in emails and newsletters. The QR-code is connected to a receiving account provided by the organization. The organizations, in the same way as merchants offering SEQR, will also significantly decrease their transaction costs since the technology is not connected to any card infra-structure.

- We want to make it easier for our donors and be accessible in as many large channels as possible. Amnesty works to protect human rights for everybody and therefore we are happy to have the opportunity to highlight our work to SEQR-users that can donate through their site Allainsamlingar.se, says Evelina Norberg, Fundraising Manager Amnesty International Sweden.

To donate from the SEQR-app, the user simply chooses an organization displayed in the app, selects the amount and approves with the personal PIN. For a full list of organizations available for donations through SEQR visit www.allainsamlingar.se

In addition to donating to charity SEQR-users use the same app to pay in stores and online, send money, pay for parking, connect loyalty programs and redeem targeted offers.

Press contact: Cecilia Lago Albright, cecilia.albright@seamless.se / +46 (0)707-431345

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 March 19, 2014 at 2.30 PM (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