

Press Release

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SEQR performs record breaking roll – out - 1 300 POS in five days

Seamless (OMX: SEAM) has in only five working days rolled out the mobile payment solution SEQR to just over 300 Apotek Hjärtat pharmacies which means approximately 1 300 POS. Never before has a roll-out of the mobile payment solution SEQR been carried out in such a short time. Thanks to SEQR:s use of QR-codes, in combination with cashier integration, merchants can quickly get started with mobile payments without any investment.

The stores only need to display a QR-code at checkout and the integration is done to the existing POS system. Since everybody today has a camera in their phone and the SEQR-app includes a QR-code reader, QR-codes becomes a way for both merchants and consumers to make a transaction.

– That we make another extremely quick roll-out of SEQR to merchants, verifies that our solution is very easily implemented. In addition to SEQR decreasing transaction costs, we offer a wide range of additional services such as peer to peer transfers and weekly offers to users within the same app, says Peter Fredell, CEO of Seamless.

Today, SEQR is Sweden and Europe's most used mobile wallet in-store and online. Since the launch in 2012, 4 600 merchants have chosen Seamless solution that aggregates several features in one app. Consumers simply download the SEQR app for free to their smartphone. In order to pay, the user simply scans or taps a QR-code/NFC at check-out and approves the purchase by entering a PIN code. Smooth and easy.

The record-breaking roll-out was made in Sweden's largest pharmacy chain Apotek Hjärtat, that Seamless signed an agreement with in December of 2013.

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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, 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