

Press release

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## Agreement with Ingenico Payment Services opens up Belgium web shops to mobile payments with SEQR

**Ingenico Payment Services, previously Ogone, leading global digital payment service provider of online and mobile payment solutions, has signed an agreement with Seamless (OMX: SEAM) regarding the mobile wallet SEQR. Its mobile payment services can now be offered to the thousands of Belgian web shops using the Ogone platform for online and mobile payments.**

- Following the roll out of SEQR at McDonald's in Belgium, we are very excited to also collaborate with Ingenico Payment Services to make online shopping smoother and safer through SEQR, said Peter Fredell, Seamless CEO.

Research shows that the majority of consumers drop out during the cumbersome online purchase process requiring input of a large amount of data such as the card number, name, expiration date and security codes. Making shopping online not the great experience it should be.

Ingenico Payment Services' has over 160,000 merchants, covering all major industries and customer segments. Merchants using Ingenico Payment Services can now offer the payment method SEQR and benefit from the increased conversion that SEQR aims to bring by simplifying the consumer payment process.

- We strive to make the online shopping experience as pleasant and easy for consumers as possible and SEQR's mobile payment solution is definitely a powerful tool for this. We are delighted that we can add SEQR to our range of payment solutions, explains Xavier Thiran, Head of Business Development, Ingenico Payment Services.

Belgium is the first market where Seamless will route payments for SEQR exclusively through SEPA. Consumers all over the Euro area can authorize access to debit their bank account when paying with SEQR, regardless of bank

### For more information:

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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](http://www.seqr.com)