

Press release

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SEQR's international expansion continues

– Finnish retail chain Top-Sport roll out mobile payments

In May, the Finnish hamburger chain Hesburger introduced mobile payments to its customers together with Swedish SEQR. Since then, the curiosity of Finnish merchants has grown. Now SEQR launches the next step in their international expansion together with another key player on the market. Sporting goods chain Top-Sport will roll out SEQR's mobile payment solution to its stores this fall followed by the company's web shop.

At the end of May this year, the mobile payment solution SEQR was launched on the Finnish market. The launch included a collaboration with the major Finnish hamburger chain Hesburger. Offered on the Swedish market since 2012 and in Romania since 2013, SEQR's mobile payment solution was now put on the map in Finland. This led to an increased interest from Finnish merchants.

SEQR continues its international expansion, this time with another key player in Finland. Sporting goods chain Top-Sport will roll out SEQR mobile payment solution this fall to all 24 stores followed by the company's web shop. Customers will be given the opportunity to pay with their smartphones by simply scanning a QR-code.

SEQR-users can connect loyalty programs and merchants can utilize a modern mobile ad platform. This in a more efficient and user-friendly manner, far from previous payment options such as credit cards and cash.

– We really value the feedback from our customers and always look for new ways to enhance our services. Now is the time to introduce mobile payments in our stores and we believe that SEQR's mobile payment solution will add great value to our customers. We look forward to the fall when we expect to have SEQR mobile payments rolled out, says Mika Naaralainen, Vice President of Top-Sport.

Another large reason for the increased interest for SEQR is the pure economical advantage. The new technology provided by the mobile payment system enables merchants to cut transaction costs in half.

– In addition to creating a new way of communicating with customers, SEQR's payment solution provides a real opportunity to lower transaction costs. Through SEQR, the merchants are able to bypass the transaction fees that the banks and card providers require, CEO Peter Fredell comments.

SEQR's smartphone app can be downloaded from App Store, Google Play and Windows Phone Store.

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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, in Finland in 2014 and is scheduled to launch in Belgium in 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