

Press release

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Mobil Park signs agreement with Seamless on mobile payments with SEQR

Mobil Park is the newest addition to parking companies offering their customers to pay for parking without any extra cost through the mobile payment solution SEQR. The parking company, with 500 clients such as leading property companies Vasakronan and JM, has signed an agreement with Seamless (OMX:SEAM) to provide SEQR. Roll-out is planned for the fourth quarter 2014.

- Compared with other mobile parking apps on the market, which charges up to 15% extra to pay with your mobile, SEQR is free to use. It is not a niche solution but an "all in one app" with a range of other features. Our agreement with Mobil Park means that we now have partnerships with the three largest parking companies in Sweden. Together with a municipal parking organization we can offer 100% coverage for the inhabitants of that municipality, says Seamless CEO, Peter Fredell.

With SEQR, users can forget about coins, parking tickets and additional fees on top of the cost for parking. 15 minutes before the time of parking runs out, a reminder is sent via a text message. The user will then have the possibility to extend the parking time directly from the smartphone without having to return to the parking lot. Paying for parking with SEQR is significantly faster and cheaper compared to paying with a card or through text message.

- We want to offer our clients a mobile payment solution that has more areas of possible use and doesn't cost them anything extra. With SEQR, we can offer them just that. We view it as a stamp of approval that other parking companies also use SEQR's solution. This is something that benefit all users, says Mikael Kihlander, CEO of Mobil Park.

In addition to paying for parking, SEQR can be used to pay in stores, online, for peer to peer transfers, donate to charity, connect loyalty programs, save receipts digitally and redeem offers directly through the app. In Sweden for example, users can pay at some of the largest grocery, pharmacy, retail and QSR chains.

For more information:

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

Anders Forssten, Chief Marketing Officer Seamless, +46 705 10 47 31, anders.forssten@seamless.se

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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. 5 200 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