

Press release

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Seamless signs With Optimal Payments to Launch SEQR in the United Kingdom

Seamless (OMX: SEAM) work together with Optimal Payments, a leading global online payment solutions provider, to be its online payment solutions expert and to help integrate and launch SEQR (se•cure) as method of payment for consumers and merchants in the United Kingdom.

SEQR 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, online and in-app. Users can also transfer money at no charge, save receipts digitally and receive offers and promotions directly through one mobile app. Merchants can also utilize the SEQR-app to enhance the customer experience by digitizing their gift and punch cards used to reward loyal customers. Any merchant can also offer their consumers a prepaid value closed loop account within the SEQR app that can be reloaded via the smartphone.

"The United Kingdom is one of our target markets and we are very excited to work with leading online payment expert Optimal Payments to launch our services to merchants and consumers there," said Peter Fredell, CEO, Seamless. "The UK will be the initial market in which we launch our integrated general purpose, reloadable, prepaid SEQR account within our mobile payment app. We are delighted to be offering it to UK-consumers first."

SEQR's proprietary technology is based on the transaction switch developed by its parent company Seamless. It makes it possible to bypass the card companies and hereby offering merchants and consumers a unique, cheaper, quicker and safer payment solution. Since the launch in 2012, 5 200 merchants have chosen SEQR which is live in Sweden, Finland, Romania. SEQR will also be launched to consumers in Belgium in September of this year.

About Optimal Payments

Optimal Payments is a global provider of online payment solutions, trusted by businesses and consumers in over 200 countries and territories to move and manage billions of dollars each year. Merchants use the NETBANX® platform and services to simplify how they accept credit and debit card, direct-from-bank, and alternative and local payments; and the NETELLER® service to increase revenues and capture new customers. Consumers use the multilingual and multicurrency NETELLER and Net+® Card stored-value offering to make secure and convenient payments. Optimal Payments Plc is quoted on the London Stock Exchange's AIM, with a ticker symbol of OPAY. Subsidiary company Optimal Payments Ltd is authorised and regulated as an e-money issuer by the UK's Financial Conduct Authority (FRN: 900015).

For more information on Optimal Payments visit www.optimalpayments.com or subscribe at <http://www.optimalpayments.com/media/email-alerts>.

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 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

For more information contact:

Seamless:

Peter Fredell, CEO Seamless, +46 8 564 878 00, peter.fredell@seamless.se
Anders Forssten, CMO Seamless, +46 70 510 47 31, anders.forssten@seamless.se
www.seqr.com

Optimal Payments:

Head of Investor Relations
Jessica Stalley

Optimal Payments Plc

+ 44 207 182 1707
investorrelations@optimalpayments.com

Media Contacts – Canada:

Erin Cudmore
Zenergy Communications
+1 416-591-5461
opay@zenenergycom.com

Media Contacts – United States:

Richard Anderson/Emily Simmons
Feintuch Communications
+1 718-986-1596 / +1 212-808-4904
optimal@feintuchpr.com

Media Contacts – United Kingdom:

Angharad Couch/Shelly Chadda/Georgia Colkin
Citigate Dewe Rogerson
+ 44 207 638 9571 / +44 (0) 7507 643 004
opay@citigatedr.co.uk

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