

Press release**2014-07-10**

SEAMLESS SIGNS AGREEMENT WITH CONTIS GROUP IN THE UK FOR MOBILE PAYMENT SOLUTION SEQR

UK based Contis Group is an international provider of prepaid debit account and gift card solutions. The company has signed an agreement with Seamless (OMX: SEAM) that provides Seamless customers the ability to transact using the SEQR-app in the UK. They will be able to manage their SEQR account on-line using the Contis web portal to load and top up their SEQR account, check balances and manage their use of this innovative solution.

In an extremely competitive market, UK retailers are looking for new and innovative ways to reward loyal customers and find new ways to drive traffic to their stores. Retailers are looking for ways to get customers to use reloadable, so called closed loop products, to maintain low transaction costs, while consumers want to limit the amount of cards and papers in their wallet.

Together with Contis, the mobile payment solution SEQR will eliminate the need for physical gift cards for the larger retailers in the UK. Today a significant percentage of purchases in the UK are made with prepaid stored value cards and they can now be accessed through SEQR instead, says Seamless CEO Peter Fredell.

The collaboration means that also smaller retailers and cafés that would like to offer their customers paper punch cards can enhance the customer experience by offering them to go mobile instead. In addition, through SEQR retailers can offer a method of payment, connection to loyalty programs, coupons and digital receipts – all in one single app.

Contis Group Managing Director, Mike Fromant commented: “Contis Group, along with our recently launched brand, the Gift & Loyalty Company, are continually aiming to deliver innovation in the sector and the next generation of prepaid gift and loyalty programmes. By supporting the Seamless SEQR product we will be able to include this innovative mobile payment solution into our portfolio, and deliver tailor made solutions and develop new concepts for the fast moving international retail and leisure industry.

ABOUT CONTIS

Contis, as a Principal Member of Visa (Europe) and a specialist provider of international end-to-end payment solutions. We have the infrastructure and platforms behind each scheme providing our clients and their customers with a trouble free prepaid, gift and loyalty card experience. Contis is a business built on a heritage of financial expertise and experience, in payment processing, prepaid and gift card scheme development, processing and management.

With full control of our own developed systems means we can change, adapt and respond to customers' needs and environmental challenges and regulatory changes quickly, efficiently and cost effectively. Our wealth of experience, evolving processing, sophisticated systems, which are managed and developed in-house, ensure we provide the best end-to-end prepaid payment solutions that are supported by world banking standard systems and our excellent customer service teams.

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

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

This information is such information that Seamless Distribution AB (publ) is required to disclose pursuant to the Swedish Securities Market Act and/or the Swedish Financial Instrument Trading Act. The information was released for publication on July 10th, 2014 at 07.50 am (CET).