

Press release

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## **Mecenat student card integrated with SEQR – opens up mobile payments for half a million students**

**Right in time for the school start, SEQR kicks off a collaboration with Mecenat, Europe's largest provider of student ID/discount cards. Half a million students can now connect their Mecenat card to the SEQR-app and access targeted student offers from the thousands of stores and restaurants offering SEQR as a method of payment.**

- The collaboration with SEQR is a very natural one, the mobile is the main channel for the students of Sweden and they request smart digital services. Together with SEQR's partners we can now offer the students unique discounts while they benefit from all the advantages that comes with aggregating everything in the mobile, says Jonas Levin, CEO of Mecenat.

The approximately half a million Mecenat card users who are enrolled in university, college or vocational university can now connect the Mecenat card to the SEQR-app. Specific student offers can be used directly at the time of purchase. The students belong to a target group where the smartphone is a natural part of their daily lives and one that is used to take advantage of offers and rebates.

The collaboration leads to new business opportunities for both SEQR and Mecenat. Partners that advertise with SEQR get access to a new marketing channel where the technology handles the whole chain from ad platform, offer, payment and redemption - thanks to SEQR's own clearing house.

- SEQR's technology is built on an open platform that enables us to continuously develop the service to meet the needs of both our users and partners. Loyalty cards, gift cards, prepaid value cards – they can all be integrated with the SEQR-app. The collaboration with Mecenat is a great example of the possibilities we can offer with SEQR that are so much more than the actual payment, says Peter Fredell, CEO Seamless.

Other companies that work with SEQR for digitizing prepaid value cards and loyalty cards are Hemköp, Willys and Rikslunchen in Sweden, Hesburger in Finland, InComm in the US and Contis Group and Optimal Payments in Great Britain.

SEQR is partnering with Mecenat on their annual 5 week-long campus tour where they visit 25 universities throughout Sweden starting on September 1<sup>st</sup>.

### **Media contact**

Cecilia Lago Albright, Seamless/SEQR, +46 707 431345 / [Cecilia.albright@seamless.se](mailto:Cecilia.albright@seamless.se)

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

**About Mecenat**

Many of the strongest brands in the world use Mecenat as a business partner for their student discounts. We can verify close to 1.7 million Nordic students from the first year at upper secondary school to the final term at university. We communicate with them in the mobile, web, e-mail and letter and the Mecenat app has about 600,000 downloads in Sweden. Through Mecenat the students get access to thousands of attractive student discounts.

In January 2013, Mecenat launched its student discounts in Denmark, and in 2014 in Norway and Finland. Mecenat has been awarded the highest possible credit rating by Soliditet: AAA.

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