

SEQR LAUNCHES MOBILE PAYMENTS IN PORTUGAL

- 500 stores including McDonald's ready for roll out

Seamless (SEAM: OMX) adds Portugal to the SEQR map with four merchants already signed for the new market. The quick service restaurant industry shows its quick adoption to mobile payments once again and Portugal is the fourth market where McDonald's chooses SEQR. Seamless is utilizing SEPA (Single Euro Payments Area) for the Portugal market, and Portugal is yet another market where the users can connect SEQR directly to their bank account.

Two restaurant chains including McDonald's and Starfoods have signed agreements to launch SEQR in Portugal. In addition, the scientific toys company Science4You and the fashion group Lanidor with about 200 stores are among the first to roll out. SEQR collaborates with cash register system provider GrupoPIE on the Portugal market and the integration is underway.

- As in Belgium, consumers will be able to connect SEQR to their bank account for debit payments, regardless of which bank they hold an account. Our recent adaption of the SEQR technology utilizing SEPA has significantly contributed to speeding up our European expansion, says Seamless CEO, Peter Fredell.

- SEQR: s mobile wallet is much welcomed on the Portugal market because of our retailers struggle with high interchange fees charged by card companies and banks, says SEQR Country Manager in Portugal, Joao Pedro Duarte.

ABOUT SEQR, by Seamless

SEQR (se-secure) 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:

Cecilia Lago Albright, Press Contact Seamless +46 707 43 13 45, Cecilia.albright@seamless.se / www.seqr.com

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 September 23, 2014 at 07.50 am (CET).

ABOUT SEQR, by Seamless

SEQR (se-*cu*re) 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