

Press release

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Seamless strengthens its management team

Seamless (OMX:SEAM), the company behind the mobile wallet SEQR, recruits James Connelly as its Global Sales Director and a new member of the corporate management team. James most recently comes from the position as the UK General Manager of Affinion International and senior management positions at General Electric (GE), and he has extensive experience working with financial services and driving and cultivating sales. In connection with James' joining the company, Bogdan Sacuiu will leave the corporate management team.

"I am very pleased to join the SEQR team at such an exciting stage of the company's development. The mobile payments industry is set for huge growth in the coming years with an explosion in customer adoption. SEQR's comprehensive proposition will ensure it is able to exploit that growth opportunity and become one of the global leaders in mobile payments. Along with the rest of the SEQR team, I look forward to being at the forefront of the mobile payments industry and delivering significant long term growth for SEQR in new and existing markets, says James Connelly.

James Connelly will begin as the Global Sales Director on October 1 and was most recently the UK General Manager of Affinion International, which was a global management position specialized in value-added marketing. James was a member of the management team there and in charge of managing the business in the British market. At Santander UK, James served as the Commercial Director and led the sales team in charge of the customers the RBS Group (RBS, NatWest, Coutts, Ulster Bank), Lloyds Banking Group (Lloyds TSB, HBOS), Barclays, Amex and Post Office/Bank of Ireland.

The market for mobile payments is in an expansive phase and Seamless, with the mobile wallet SEQR, is one of the key players driving development forward. The recruitment of a new sales director for the global market is part of the company's aggressive growth strategy and international expansion.

"We are very pleased that James is joining us. The market for mobile payments is in a very expansive phase both in Sweden and internationally, and James has exactly the profile and expertise we need to further strengthen our position in the market," says Peter Fredell, CEO of Seamless.

As of October 1, the Seamless management team will consist of Peter Fredell, Ingrid Lindström, Daniel Hilmgård, Tommy Eriksson, Anders Forssten and James Connelly.

Seamless' payment solution SEQR is live on several markets today. In just the last six months, SEQR has been established in both Finland and Belgium in addition to Sweden. Today, the company has agreements with several large industry organizations such as Svensk Handel and Visita, and retail chains such as McDonald's, Axfood and the Belgian Colruyt Group. Seamless also recently signed agreements with InComm, the leading distributor of loyalty, gift and prepaid cards and the cash register supplier PCMS Group, as a step in the establishment on the British and U.S. markets.

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About SEQR

SEQR (se•cure) enables anybody with a smartphone to pay in stores, at restaurants, parking lots and online, transfer money at no charge, store receipts digitally and receive offers and promotions directly through one mobile app. All the customer needs to do is scan a QR code at the cash register with the SEQR app and approve the payment with a PIN code. Fast, smooth and safe. SEQR is also adapted to NFC technology. SEQR's payment solution makes it possible for merchants to cut their transaction costs in half compared with tradition card payments. 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 with business operations in 30 countries, Seamless processes over 3.1 billion transactions annually via 525,000 active sales outlets.

It is Seamless' proprietary transaction platform that forms the basis of SEQR. Some 5,200 merchants have chosen SEQR and today in Sweden, you can make purchases at Hemköp, Willys, Tempo, McDonald's, Burger King, Ur&Penn, MyWay, Webhallen and Dormy to name a few. SEQR was launched in Romania in 2013 and in Finland in May 2014. In 2013, SEQR received recognition by winning in the "Best Mobile Money Deployment in Europe" category by the Mobile Money Global Awards. Seamless is traded on NASDAQ OMX Stockholm, short name SEAM. www.seqr.se