

Press release

November 5th, 2014

Seamless strengthens its U.S. team with Head of Sales

Seamless (OMX:SEAM), the company behind the mobile payment solution SEQR, recruits Beverly Cole as its U.S Head of Sales. Beverly has held numerous lead positions in finance and technology industries and most recently comes from First Data where she held the position as SVP and Strategic Account Leader for Bank of America Merchant Services.

“Being asked to lead U.S. Sales for SEQR is a privilege that I don't take lightly. Mobile payments is growing dramatically and Seamless, through the mobile payment solution SEQR, has enormous opportunity to offer proven technology to the U.S. market. I am eager to get started and to be a part of contributing to the company's continued success.” says Beverly Cole, new Head of Sales, SEQR U.S.

Beverly Cole will be based in Atlanta and begins as the U.S. Head of Sales on November 10th. She will be a key member of SEQR's U.S. Management Team and is part of the strategy for the company's global expansion. Beverly has spent the last twelve years at First Data where she has held a number of positions such as Director, VP and SVP, most recently SVP for the Bank of America Merchant Services. Beverly has throughout her career been recognized as a top performer and has, apart from being President's Club Winner a total of seven times, been awarded National Sales Person of the year in the U.S., in 2011.

The market for mobile payments is in an expansive phase and Seamless, with the mobile payment solution SEQR, is one of the key players driving development forward. Being independent and not an extension of a credit card payment SEQR has the chance to challenge the competitors in the U.S. market. Today SEQR is the only solution to already have been rolled out in four countries. The recruitment of a new sales director for the U.S. market is part of the company's aggressive plans in entering the U.S. market.

“We are very pleased that Beverly is joining us. The market for mobile payments is in a very expansive phase both in the U.S. and internationally, and Beverly has exactly the passion and experience that we need to position ourselves and drive our current dialogue with merchants in the U.S. market,” says Peter Fredell, CEO of Seamless.

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, and is launching in Portugal in the end of 2014. Today, the company has agreements with several large retail chains such as McDonald's. Seamless also recently signed an agreement with InComm, the leading distributor of loyalty, gift and prepaid cards as a step in the establishment on the UK and U.S. markets.

For more information:

Elin Hammarberg, Press Relations +46 725 533 533, elin.hammarberg@seamless.se
Peter Fredell, CEO, +46 8 564 878 00, peter.fredell@seamless.se

This information is such that Seamless Distribution AB (publ) must publish in accordance with the Securities Market Act and/or the Financial Instruments Trading Act. The information was submitted for publication on November 5th, 2014 at 7:50 a.m.

ABOUT SEQR, by Seamless

SEQR (se-cure) is Europe's most used mobile payment solution 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 26 countries, Seamless handles more than 3,1 billion transactions annually through 525 000 active sales outlets. 6 200 merchants have chosen SEQR including the largest grocery chains, fast food chains and national retailer chains in the markets SEQR where is established. SEQR was launched in Romania in 2013, in Finland and Belgium in 2014 and is scheduled to launch in Portugal 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