

## Seamless transaction platform incorporated in subsidiary

**Seamless creates Seamless Distribution Systems AB, a wholly owned subsidiary of Seamless Distribution AB. Seamless traditional business as an IT provider of transaction platform ERS 360 will be relocated to the new subsidiary. The relocation of the transaction platform is part of the company's strategic work to increase flexibility within the group.**

Seamless launches its new subsidiary, Seamless Distribution Systems AB, where Seamless traditional business as an IT provider of the transaction platform ERS 360 will be relocated. The relocation will be conducted this autumn and is part of Seamless' aims to raise efficiency from a strategic perspective. Tommy Eriksson, former CTO of Seamless, is appointed CEO of Seamless Distribution Systems AB.

- The relocation of the transaction platform to our new subsidiary Seamless Distribution Systems AB is in line with our overall strategic plan. We are streamlining this business area with the aim to increase our flexibility and our ability to take advantage of profitable opportunities in the groups' operations. says Peter Fredell, CEO Seamless.

### **For more information:**

Elin Hammarberg, Press Contact Seamless +46 725 533 533, [Elin.Hammarberg@seamless.se](mailto:Elin.Hammarberg@seamless.se) /[www.seqr.com](http://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 11 November 2014 at 07.50 am (CET).

### **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 26 countries, Seamless handles more than 3,1 billion transactions annually through 525 000 active sales outlets. 6 200 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 and Belgium in 2014 and is scheduled to launch in Portugal the same year. 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) /[www.seamless.se](http://www.seamless.se)