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Africa's most innovative mobile operator selects Seamless on group level, followed by immediate purchase order

With presence in over 20 countries throughout Africa and Middle East this mobile network operator is in a leading position and considered to be one of the most innovative in the world. They have ordered Seamless product ERS 360°, a transaction hub for prepaid Top Up and m-Payments, for their requirements of electronic voucher distribution.

The mobile operator pursued a worldwide selection process wherein most of the competitors of Seamless were included. Key factors for the final selection of Seamless as partner were the rich product features of the ERS 360°, the flexibility in customization and the overall scalability to handle large amounts of transactions. The order in a sub-Saharan African country is an immediate response to the selection of Seamless as partner.

"We are very proud to get this breakthrough with this mobile operator who is recognized as one of the most innovative operators in the world" says Rohit Bhatia, CEO of Seamless. "We are fully committed to exceed expectations to grow mutually with this operator in African and Middle East markets. I'm pleased that our strategy with local presence in Africa is proving beneficial for our customers."

Joint information with the operator will be released in due time.

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About Seamless:

Seamless is a software company specialized in solutions for Top Up, m-Payments and Money Transfer through mobile phones. Seamless enable people with prepaid mobiles to perform Top Up conveniently at locations where they usually go; in reality and on the internet.

The Exchange and Recharge Server **ERS 360°** is a versatile software platform that connects Mobile Operators to Retail Chains, Banks, Web portals, Remitters etc. as a hub for transactions. It seamlessly interfaces to

business systems, to a multitude of cash registers and terminals in a secure and scalable solution.

The Top Up product range consists of **GoHandset** that enables Top Up reselling using a mobile phone as terminal, of **GoBanking** that offers bank customers easy Top Up and banking services through the mobile phone and **GoShopping** let retail companies introduce efficient selling of airtime.

Customers include Mobile Telecom Operators, Prepaid Distributors, Banks and Retail Chains. The company has deployed Top Up and Money Transfer solutions for more than 40 Operators in 16 countries, across four continents. Seamless is a Global Partner of both Ericsson and Sagem Orga.

Seamless was founded in 2001 and the share is traded at OMX First North since May 30th, 2006. The company is headquartered in Stockholm, Sweden with sales offices in Mumbai, India and Johannesburg, South Africa.

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