

Press release

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Media becomes a sales channel with the launch of SEQR *Shop Spot*

- Expects a sharp increase in revenue already in 2015

The mobile wallet SEQR, provided by Swedish Seamless (OMX:SEAM), today introduces *Shop Spot*, a new feature that turns every media into a sales channel. A purchase is made directly from media and the product is then shipped to the chosen address. The feature is targeted to merchants, brands and media, while at the same time completely revolutionizing the shopping experience for the consumer.

– Trade today consists of two sales channels – through physical stores and online. What we are now doing is turning all media into a third sales channel. This changes how shopping is conducted and makes anything a potential point of sale. SEQR *Shop Spot* thus makes it possible for merchants and brands to meet the consumer wherever he or she is located, says Peter Fredell, CEO of Seamless, provider of SEQR.

– Media represents a bigger point of contact towards the consumers than physical shops and online together. Their primary role however has this far been to simply route consumers to physical and online stores. Media itself will now become a direct sales channel. This will greatly affect media's revenue models and increase the conversion rate from ad to actual purchase, continues Peter Fredell.

To purchase goods, the consumer scans a QR code that is exposed on the surface used as a point of sale. This could be an ad or banner, a projection on a wall, a physical product or a TV commercial. The consumer authorizes the purchases with their PIN code and gets the product or service delivered directly to their chosen address. The feature also lets advertisers and merchants quickly measure where and when consumers shop and are thereby able to adapt messaging, channels and platforms for more effective sales campaigns.

– Through our long history of making coffee, we have always strived to have a close and prospering relationship with our consumers. To us SEQR *Shop Spot* is a natural step in these efforts. Everything can suddenly become a shop and we sell coffee machines for example on banners and through direct marketing. It's exciting to be part of the launch of a whole new sales channel, says Leif Sjöblom, marketing director at Löfbergs Lila, a large Swedish coffee maker, and one of the brands that use SEQR *Shop Spot* as of today.

SEQR's functionality expands with the launch of *Shop Spot*, from being a means of payment to also being the tool for the whole purchase. With this SEQR provides a completely new experience for the consumer.

– Additional effects for Seamless are that we can greatly expand the pace of the rollout geographically and within a country, as we do not have to wait for the big chains to integrate SEQR physically. We estimate that SEQR *Shop Spot* will generate a sharp increase in revenues for SEQR as early as in 2015, concludes Peter Fredell.

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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 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