

Press release

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JYSK's customers can soon pay with their smartphone

- Implements mobile wallet SEQR nationwide in Sweden

From 2015 the thousands of daily customers in JYSK Sweden's 134 stores just have to grab their smartphone, when they pay at JYSK. This is a reality when JYSK introduce Seamless' (OMX: SEAM) mobile wallet SEQR in its Swedish stores. Danish JYSK Group is an international retail chain with 2,200 stores in 36 countries and an annual turnover of approximately €2,9bn.

JYSK is always looking for new solutions that can make shopping even easier. That is why JYSK implements the mobile wallet SEQR nationwide in Sweden. In addition to paying in stores the intention is also to extend the integration to their online channels. Implementation will begin in January 2015.

- We are very happy to add JYSK to our list of merchants. By implementing SEQR as a payment option they significantly lower their transaction costs. At the same time they are able to communicate with their customers directly through the channel that almost everyone carries constantly – the smartphone, says Peter Fredell, CEO Seamless that provides SEQR.

- We are excited to be able to offer our customers a smarter way to pay. The possibilities that SEQR's technology enables are many. Sweden is the first market included in this agreement and we are looking forward to follow the feedback from our stores on customers when it comes to the new system, says Johan Sjödin, Country Manager, JYSK Sweden.

JYSK's customers will be able to pay with their smartphones simply by scanning a QR-code by the cash register, or tapping it if using NFC. SEQR can be downloaded for free to all operating systems and enables customers to pay in stores and online, pay for parking, transfer money at no charge, connect loyalty programs, store receipts digitally and receive offers and promotions directly through one mobile app.

SEQR is an independent payment solution and not an extension of a card payment. Thanks to Seamless' own transaction switch merchants that introduce SEQR lower their transaction costs significantly.

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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

About JYSK:

JYSK GROUP has its origins in Scandinavia: the first store opened in Denmark in 1979. Today, JYSK GROUP has over 2,200 stores and 18,500 employees in 36 countries. In Germany and Austria, its name is Dänisches Bettenlager – and JYSK in the rest of the world. JYSK GROUP aims to establish a presence throughout the world, providing great offers to everyone. The owner and founder of JYSK GROUP is Lars Larsen who is also the owner of the furniture retail chains Bolia.com, IDEmøbler and ILVA – as well as a number of other companies. The turnover of LARS LARSEN GROUP is 2.9 billion euros.