

THE BOARD OF DIRECTORS OF SEAMLESS HAS RESOLVED TO REPURCHASE SHARES

Press release 19 December 2014

The board of directors of Seamless Distribution AB (“Seamless”) has resolved to begin repurchases of, additionally, 500,000 of the company’s own shares, within the framework of the authorisation from the annual general meeting on 8 April 2014 to repurchase up to a maximum of 10 percent of the company’s own shares. Following previous repurchases, Seamless currently holds 500,000 own shares.

Seamless has assigned Mangold to carry out the repurchases in instalments, subject to market conditions and applicable regulations. These are, amongst other things, that the number of shares repurchased on any given day cannot amount to more than 25 percent of the average daily volume during the four calendar weeks immediately preceding the week during which shares are repurchased and that shares may only be repurchased at prices which are within the range between the highest bid price and the lowest offer price. At 17 December 2014, the number of outstanding shares was 41,910,274. The purpose of the repurchases is in line with the decision by the annual general meeting.

For further information, please contact:

Daniel Hilmgård, CFO

daniel.hilmgard@seamless.se

Mikael Malmquist, Investor Relations

mikael.malmquist@seamless.se

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 December 19th, 2014 at 15:25.

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 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 /www.seamless.se