

Change in Seamless Group Management Team

Seamless implement the following changes in the Group Management team. Annika Blomé, Chief Product Officer (CPO), becomes a new member of Seamless Group Management team, while Anders Forssten, Chief Marketing Officer (CMO) is leaving. The change is executed from 2015-02-01.

Group Management for Seamless then consists of the following persons:

Peter Fredell, CEO

Ingrid Lindström, EVP/COO

Daniel Hilmgård, CFO

Tommy Eriksson,

James Connelley – CSO

Annika Blomé – CPO

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 January 14th, 2015 at 07:50.

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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 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