

## SEQR facilitates online mobile payment

**The mobile wallet, SEQR is looking to expand their online business and has developed plugins integrated with some of the world's largest e-commerce platforms. Hundreds of thousands of online merchants, will in a more flexible way be able to connect SEQR to their online shop, thereby offering their customers mobile payments.**

The market for mobile payments is growing and several exciting new solutions have been launched during the last year. Shoppers have been able to use the mobile wallet SEQR in physical stores for a long time, as well as at selected online stores. As part of an aggressive expansion plan, SEQR is now seeking to strengthen their position in the online segment. SEQR has developed plugins facilitating the implementation of online mobile payments on Magento, OpenCart, PrestaShop and WooCommerce, some of the world's largest e-commerce platforms. The e-commerce platforms have over half a million online retailers connected to them globally.

– E-commerce is going through an expansive growth and we see that an increasing amount of customers are demanding a wider range of flexible payment options when shopping online. SEQR offers flexibility and we believe that a growing amount of online merchants will have to start offering mobile payments to meet customer demand. For us the new API's includes an opportunity for faster roll-out and expansion, says Peter Fredell, CEO of Seamless.

Online retailers in Sweden, Finland, Romania, Portugal and Belgium can already use the new plugins to connect SEQR to their online shop. During spring, retailers in Germany, Italy, France, Spain, UK, USA and the Netherlands, will also be able to connect. Which will give a total exposure of 600 million consumers.

### **For more information:**

Daniel Hilmgård, CFO Seamless +46 709 968 333, [daniel.hilmgard@seamless.se](mailto:daniel.hilmgard@seamless.se)  
Peter Fredell, CEO Seamless +46 8564878 00 [peter.fredell@seamless.se](mailto:peter.fredell@seamless.se)

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### **ABOUT SEQR, by Seamless**

SEQR (se·cure) is Europe's most used mobile payment solution 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 the largest grocery chains, fast food chains and national retailer chains in the markets SEQR where is established. SEQR is established in Sweden, Finland, Romania, Belgium and Portugal. 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.

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