



SEQR launches market-leading cashback reward program and connects the service to consumers' bank accounts.

Starting immediately, all who use the mobile payment solution SEQR (OMX:SEAM) will get a cashback reward of up to three percent on all purchases. The possibility to also connect the service directly to the individual user's bank account makes the detour around invoices and bank cards superfluous, and is a strong incentive for consumers to make the switch from cash or card to mobile.

SEQR is making it smarter and easier to make mobile payments. The industry-leading reward program generates a cashback reward of up to three percent for users, and the possibility to connect the service directly to a bank account further simplifies payments.

"This reward program is far more attractive than what the card companies offer, with no fees or strings attached. It is very attractive financially. SEQR can also be connected straight to your bank account, making it even easier to use. This is how we are actively driving the change towards the smartphone replacing the wallet," says Peter Fredell, CEO of Seamless, the provider of SEQR.

No registration is necessary to receive the cashback reward. The cashback reward program is automatic for all SEQR users, valid on all purchases and effective on top of any other loyalty program or discount. All purchases made through SEQR from March 1, 2015 are included. The only thing required by the consumer is to make one purchase or more through SEQR per month – regardless of the purchase value – for a one-percent cashback reward. 12 purchases or more generates a two-percent cashback, while 20 purchases and above generates a three-percent cashback.

Today's announcement follows the recent news that SEQR has developed plugins integrated with some of the world's largest e-commerce platforms. Easy connection to SEQR will enable hundreds of thousands of online merchants to offer their customers mobile payments.

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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. www.seqr.com

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