

SEQR launches in Spain

Seamless' (OMX: SEAM) mobile payment service SEQR is now being rolled out in the third country in a short time. Since last week, the service has been launched in the Netherlands and Germany, and now it is time for Spain. Since before SEQR is available in the Swedish, Finnish, Romanian, Belgian and Portuguese markets and the roll out in Spain gives more than 45 million people the chance to use the leading mobile payment service in Europe.

The mobile service SEQR works both in stores and online, but also by the service SEQR Shop Spot, which basically turns everything to a possible sales channel, by scanning a QR code from any surface. This can be done through an ad, digital banner, a physical product or a TV commercial.

- Thanks to SEQR Shop Spot we can maintain a fast rollout of the service on new markets. SEQR Shop Spot makes us independent of the big chains integration speed to install SEQR physically. SEQR Shop Spot is a unique service that has the potential to revolutionize trade. It goes beyond the two traditional sales channels - physical stores and online - and instead make everything into a potential sales channel. To enter the Spanish market is also strategically important for us, says Peter Fredell, CEO of Seamless.

The technology behind SEQR enables merchants to lower the interchange fees significantly compared to those charged by traditional card companies. Also for consumers, it is cheaper to use mobile payment. SEQR refunds up to 3 percent cashback on all purchases made with the service. With SEQR, consumers can also transfer money between each other without any cost.

SEQR will work in Spain from today and consumers will from the start be able to buy products from several well-known brands through SEQR Shop Spot. The roll out in Spain now continues indefinitely by connecting more and more physical stores and online retailers to SEQR.

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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 where SEQR is established. Currently SEQR is established in Sweden, Finland, Romania, Belgium, Portugal, Netherlands and Germany. 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