

SEQR launches in France

Seamless' (OMX:SEAM) rollout of the mobile payment service SEQR continues. In the last few weeks, the service has been launched in the Netherlands, Germany and Spain. Now it is time for France, a market with over 66 million inhabitants. SEQR is also available in the Swedish, Finnish, Romanian, Belgian and Portuguese markets, and France now becomes the ninth market for Europe's leading mobile payment service.

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. The feature works across national borders, which means that users in France for example, can transfer money free of charge, to any other user within the same currency area where SEQR is established. In several of the markets, Seamless and SEQR are the first company to launch this type of service. Cross currency money transfers will be available later on 2015.

- We want to be the world's smartest mobile payment service and we aim to make life easier for our users. Being able to quickly transfer money between each other is something that has been very popular in Sweden, and we are pleased to offer this, and all our other services, in even more countries, says Peter Fredell, CEO of Seamless.

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.

SEQR will work in France from today and consumers can from the start buy products from several well-known brands through SEQR Shop Spot. The roll out in France 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, Germany, Spain and France. 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