

SEQR now available in nearly 500 Colruyt Group stores

Starting today, consumers can pay using the mobile payment service SEQR at all Colruyt Group stores in Belgium. This includes close to 500 stores at Colruyt, Okay, Bio-Planet, Cru, Dreamland and Dream Baby and affiliated independent Spar stores. Colruyt Group is one of Belgium's largest chain stores with an annual turnover of close to € 9 billion.

It was last autumn that Colruyt Group and SEQR started their collaboration. The first tests were made at selected e-commerce platforms and the cooperation has gradually expanded to now include all physical stores. So far, over 10,000 payments have been registered at Colruyt Group and the number of transactions increases every day, which have caused them to speed up the roll-out of the service in its stores.

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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, France and Italy. 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