

SEQR simplifies mobile shopping along with the e-commerce supplier E37.

SEQR continues to tighten its grip on e-commerce and is now releasing the new *Instant Checkout* which enables shopping via mobile units through as few steps as possible. The solution has been integrated in E37's mobile-adapted checkout, and SWEdala Outlet's webshop is the pilot customer.

Since mobile phones represent an increasing portion of e-commerce, easy order placement and secure mobile payment are all the more important. Several studies from the last six months show that mobile devices are used in more than 50% of the e-commerce transactions. With SEQR's new solution Instant Checkout integrated in the E37 e-commerce system, it is even easier to complete purchases in a mobile shop. The customer does not need to enter any data in the shop's checkout, because all customer data such as name, address, e-mail address and mobile phone number are transferred from the SEQR app. All that is required is approving payment and entering your PIN code in the SEQR app in your mobile phone. When shopping on a computer in a normal webshop, orders are placed just as easily by scanning a QR code that is displayed on the screen.

"Through the cooperation with E37, we are reaching out to more than 100 fast-growing e-traders. It will be particularly interesting to see how good the results from the simplified purchasing process of SEQR Instant Checkout will be in combination with E37's mobile-optimised e-commerce solutions," says Peter Fredell, CEO of Seamless.

"SEQR is a new, exciting piece of the puzzle that fits in perfectly in our concept – integrating the e-commerce chain in a way that increases both profitability and sales," says Fredrik Karlsson, who is CEO of E37.

SWEdala Outlet's webshop is the first to test SEQR Instant Checkout. SWEdala Outlet has invested in full on a mobile-optimised shop based on the E37 e-commerce system.

"It is amazingly easy to complete a purchase, also the first time a SEQR user uses our shop. From having found a product to the completed order, all that is required is little more than a few of clicks", says Mikael Rehn who is E-commerce Manager at the pilot customer SWEdala Outlet.

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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