

SEQR's MyShop opens mobile e-sales for everyone

SEQR (OMX:SEAM) today releases its new feature MyShop, making it possible for every user to sell goods via their mobile, whether it is a garage sale or opening their own mobile e-shop. The goods can conveniently be marketed in social media channels of choice, classified sites, or printed and posted.

"It has been much too difficult and expensive for individuals and small companies to sell and buy goods via their smartphones. With MyShop, we want to change that. It doesn't matter if you're an individual who wishes to sell your summer tires, or an entrepreneur wishing to start a mobile e-shop. We're making it simple, safe and free of charge," says Peter Fredell, CEO of Seamless.

The new SEQR feature MyShop gives all users their own online shop, with a payment solution that is simple, safe and free of charge. To start using your MyShop, just take a photo of what you wish to sell, write a description and set your price. An ad with a QR code is then automatically generated and e-mailed to you.

The ad can be shared in social media channels or on classified sites of your choice, such as Facebook, your own blog or Tictail. The buyer scans the code and makes the purchase, address and payment information already conveniently included in the SEQR app.

Since SEQR is connected directly to the buyer's bank account, the purchase amount can also be reserved until both the buyer and seller have confirmed that the purchase is complete. In other words, SEQR offers a higher level of transparency and control for both the buyer and seller, completely free of charge.

Seamless-owned SEQR has during the past six months accelerated the development towards large-scale mobile payment options. SEQR is now available in 10 European markets, and as of yesterday, also in the United States. SEQR recently announced that it has developed plugins integrated with some of the world's largest e-commerce platforms, giving hundreds of thousands of online merchants the ability to offer their customers mobile payments. Finally, SEQR has introduced the possibility of connecting the service directly to your bank account, as well as the market's most generous cashback reward program.

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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, Italy and US. 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