



SEQR now live in the UK

Seamless' (OMX:SEAM) mobile payment service SEQR, which this spring has become established as one of Europe's leading mobile payment solutions, is continuing its rapid roll-out into new markets. Having been introduced in a number of European countries in the spring, a couple of weeks ago the service was launched in the US and now it's the UK's turn.

Seamless has been working intensively in the UK preparing for launch. All of the technical conditions are now in place thanks to close strategic partnerships with parties including Optimal Payments, a global leader in online and mobile payment services.

"Launching SEQR in the US and the UK has been a top priority for us at Seamless. By offering a smart, adaptable mobile payment service, we've been able to attract some of the biggest operators in the market. Now that we're starting to work with merchants and consumers, we're creating the right conditions to be able to establish ourselves as the biggest mobile payments provider in the UK as well, a market with around 60 million potential customers," says Peter Fredell, CEO of Seamless.

SEQR will be available in the UK from today and consumers will be able to transfer money instantly between each other, and buy products from several well-known brands through SEQR Shop on the Spot. By scanning a QR code, the customer can make instant purchases via, for example, an advert, a digital banner or a billboard.

The UK will also be the first country in which SEQR will offer a pre-paid account to process payments. Users will be able to use the SEQR app to transfer money from their bank account, monitor their balance in real time and top up the account with new funds as required.

"There's been an extremely positive reception to SEQR from both technical suppliers and merchants. One of the benefits compared with other solutions is the low cost, easy integration with existing checkout systems. This, combined with leading technical functions such as Shop Spot and MyShop, means that SEQR is seen as an attractive choice as a mobile payment service," says Gareth Gillatt, UK Country Manager for SEQR UK.

SEQR is being rolled out in the UK starting today, and the first merchants will be launched by the end of the summer.

For more information:

Gareth Gillatt, Country Manager SEQR UK +44 7841 867 585, gareth.gillatt@seqr.com

Peter Fredell, CEO Seamless +46 8 564 878 00, peter.fredell@seamless.se

This information is such information that Seamless Distribution AB (publ) is required to disclose pursuant to the Swedish Securities Market Act and/or the Swedish Financial Instrument Trading Act. The information was released for publication on 25 June 2015 at 07.50 am (CET).

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 the 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

ABOUT OPTIMAL PAYMENTS

Optimal Payments is a global provider of online payment solutions, trusted by businesses and consumers in over 200 countries to move and manage billions of dollars each year. Merchants use the NETBANX® and Optimal Payments acquiring platform and services to simplify how they accept credit and debit card, alternative and local payments. Consumers use the multi-lingual and multi-currency NETELLER® and Net+® Card stored-value offering to make secure and convenient payments. The Optimal Payments Card Services division provides innovative prepaid products and services. Optimal Payments Plc is quoted on the London Stock Exchange's AIM, with a ticker symbol of OPAY. Subsidiary company Optimal Payments Ltd is authorised by the UK Financial Conduct Authority to issue electronic money and payment tools, and is under a licence from MasterCard® International Inc.