

Seamless is seeking test pilots to a next-generation cash register – SEQR introduces free cash register, no card reader needed

Seamless, listed on Nasdaq Stockholm, is seeking beta testers for SEQR's newly developed digital cash register. The register, which becomes standard in SEQR, enables small enterprises and private customers to charge without a separate card reader and transaction costs. Also the seller gets the money without any inconvenient delays.

The new service will be integrated in the SEQR app under MyShop section, which also enables free marketing and sales of your products and services in digital channels like Facebook, LinkedIn, Pinterest and Tumblr.

– This digital cash register will be the final piece of the puzzle for making MyShop a powerful pay and marketing solution for small enterprises and private customers who want to sell their products. It comes with the SEQR app and once downloaded you can start selling products and services immediately. More is you don't have to pay for hardware and you get the money as fast as banking allows, says Peter Fredell, CEO of Seamless.

Seamless is now looking for beta testers for the new solution. When the solution is fully quality checked the new cash service will be a part of SEQR.

– When the cash service is launched in the SEQR app, it means all SEQR-users worldwide have got a digital cash register for free. Something until now was recognized by investments of hardware, high transaction costs and complicated application procedures. Furthermore the service states the SEQR app as a complete financial ecosystem where users can link their loyalty cards, take part of offers, buy, sell and transfer money between each other, Peter Fredell says.

To test the service, simply scan the QR code with the SEQR app. Feedback is welcome at seqr.com/se/myshop

(Please note that the beta is only available for Swedish users)



On a mobile device - use this link instead: [HTTP//SEQR.SE/000/mycashr-seller](http://SEQR.SE/000/mycashr-seller)

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 September 3rd, 2015 at 07:50.

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About Seamless / SEQR

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 3,5 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, UK and US. In 2013, SEQR won the Mobile Money Deployment in Europe. Seamless is traded on Nasdaq OMXStockholm, under the SEAM ticker. www.seqr.com