

## Seamless launches tomorrow's digital cash register – Free cash register included in SEQR that eliminates the need for physical card readers

**Seamless, listed on Nasdaq Stockholm, is launching a digital cash register for the company's SEQR payment solution. All SEQR users will now have access to the digital cash register, which becomes a standard feature of the SEQR app. The solution enables small enterprises and private individuals to receive payment without the need for a physical card reader or incurring high transaction costs. Payments are settled quickly into the seller's account.**

The new service is integrated into the SEQR app and is included under the MyShop section – which also helps users to market and sell their products and services free of charge in digital channels such as Facebook, LinkedIn, Pinterest and Tumblr.

"With the digital cash register in SEQR, combined with our MyShop service, small enterprises and private individuals now have a powerful solution at their fingertips for selling and marketing their products," says Peter Fredell, CEO of Seamless.

"Services such as iZettle and Square require investments in hardware and involve high fees and complicated application processes. However, our solution makes hardware solutions obsolete and unnecessary. Furthermore, SEQR provides fast and easy settlement ensuring users receive payment without delay."

With the launch of the digital cash register, SEQR becomes a complete financial ecosystem to which users can buy and sell goods, connect loyalty programs, take advantage of great offers and promotions, and transfer money to each other.

**For more information, please contact:**

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### **About 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 3,5 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 OMX Stockholm, under the SEAM ticker. [www.seqr.com](http://www.seqr.com)