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USSD technology new breakthrough in fast growing African market

Seamless, a company that has pioneered electronic Top Up, has successfully added USSD services to its software platform ERS 360°. One of the world's leading Mobile Operators has deployed the ERS 360° with USSD services in their network. The implementation also includes Reseller-to-Subscriber and Subscriber-to-Subscriber prepaid airtime transfers.

The Mobile Operator has strong presence in Africa and the ERS 360°, a Top Up and m-Payments platform from Seamless, is now in operation their newest greenfield operation. The investment that could be made for this system was a key driver for the Mobile Operator. Seamless has delivered a highly cost effective solution with eventually further cost reductions due to the low operation and maintenance that the system requires.

"The development of USSD services follows our strategy to offer solutions that are both high-tech and affordable to fast growing markets like Africa," comments Rohit Bhatia, CEO of Seamless. "Our office in Johannesburg is already receiving interest from other Mobile Operators for this development and we are on track to win more business during the forthcoming quarters", he adds with satisfaction.

Some examples of the USSD services offered by the operator are "Call-me-back", "Friends-n-family" and "Service-class-change". Several other services are in the pipeline.

The "Call-me-back" feature let subscribers that are low on airtime send a USSD message instead of an SMS to the person they want to reach.

With "Friends-n-family" the subscriber can select and change "Favourable numbers" themselves from the phone.

"Call-me-back" and "Friends-n-family" are service class based and with "Service-class-change" subscribers can change their service class themselves.

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About Seamless:

Seamless enable people with prepaid mobile phones to perform Top Up conveniently at locations where they usually go; in reality and on the internet. With the deployment of m-Payment services the mobile phone can be used for airtime sharing and shopping, cash can be withdrawn from a bank or a remitter. The product ERS 360° is a versatile software platform that connects Mobile Operators to Retail Chains, Banks, Web portals, Remitters etc. as a hub for transactions. The ERS 360° seamlessly integrate business systems involved and a multitude of terminals in a secure and extremely scalable solution.

Seamless' customers include Mobile Telecom Operators, Prepaid Distributors, Banks and Retail Chains. The company has deployed Top Up and m-Payment solutions for more than 40 Operators in 16 countries, across four continents.

Seamless is a Global Partner of both Ericsson and Sagem-Orga. Seamless was founded in 2001 and the share is traded at OMX First North since May 30th, 2006. The company is headquartered in Stockholm, Sweden with sales offices in Mumbai, India and Johannesburg, South Africa.

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