

## SEQR's new reward for its loyal users - 25 SEK reward to SEQR customers each time they recommend the service to a new user

Using its SEQR mobile payment solution, Nasdaq OMX listed Seamless keeps on rewarding its loyal customers. Now, in addition to receiving cashback on all purchases, users will also be rewarded for recommending friends and family.

SEQR's mobile payment solution is simple, secure and user-friendly. By connecting the SEQR app directly to a bank account and scanning a QR code at the check-out, payment is made with just a few simple taps on a mobile phone, for both online and or instore purchases.

"The use of SEQR is increasing steadily and there's a very loyal group of customers who are happy to recommend us to their friends and family. No advertising is more effective than a recommendation from a satisfied customer, so naturally we want to thank them and reward them for this," says Peter Fredell, CEO of Seamless.

No limit has been set for the number of recommendations that can be submitted. All recommendations that result in a new active SEQR customer qualify for the 25 SEK cashback reward which is paid on a monthly basis.

SEQR has long focused on rewarding its customers. Earlier this year, the company launched the market's most generous reward program, giving people up to 3% cashback on all SEQR purchases. Recently, the #kastakortet (throw away your card) competition was launched on Facebook, offering people the chance to win up to SEK 50,000.

SEQR functionality has also constantly evolved. Customers can now connect the SEQR app directly to their bank accounts using a mobile BankID. They can transfer money at no cost to other SEQR users at home and internationally. They can also use the SEQR app to sell goods through the MyShop service, either by the digital cash register or by creating their own adverts, which can be used across digital channels.

SEQR is also behind the fundraising initiative [www.allainsamlingar.se](http://www.allainsamlingar.se). All donations made via the SEQR app are free of charge and donors can be sure that 100% of their donation reaches their charity of choice.

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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)