

## SEQR signs agreement with supermarket operator Lambrechts and strengthens position on Belgian market

SEQR has been live in Belgium since 2014 and has quickly become one of the company's biggest markets. National grocery-, fastfood-, and pharmacy chains have already adopted the mobile payment solution and today, supermarket wholesaler and operator, Lambrechts signed an agreement with SEQR to integrate the payment platform in its operations.

Lambrechts supplies and supports over 350 independent retailers, including 100 local supermarkets with the SPAR and SPAR Express logo and 50 neighborhood stores with the SUPRA or PRIMA brand. SEQR is already rolled out in stores and restaurants throughout Belgium. These include all McDonald's restaurants and the chains owned by Belgium's largest retail corporation Colruyt Group such as Okay, Bio-Planet, Spar, Dreamland and Dreambaby.

"The agreement with Lambrechts further strengthens our presence in Belgium in general and the supermarket industry in particular, and we look forward to the continued growth of SEQR on the Belgian market," says Peter Fredell, CEO of Seamless, SEQR.

The SEQR business segment encompasses a payment platform with a financial ecosystem that enables payments in physical checkouts, online and on mobile devices, money transfers between users domestically and internationally, as well as an advertising platform and sales channel to be utilized by retailers.

The technology builds upon the own developed transaction switch and has operations in Sweden, Finland, Romania, Belgium, the Netherlands, Germany, Portugal, Spain, France, Italy, the USA and UK.

### About SEQR (se·cure)

SEQR 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 digital 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 35 countries, Seamless handles more than 3,7 billion transactions annually through 575 000 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 Stockholm, under the SEAM ticker. [www.seqr.com](http://www.seqr.com)

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