

Wayne's Coffee to launch with SEQR in Sweden

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PRESS RELEASE

Nasdaq Stockholm-listed Seamless has signed an agreement with Wayne's Coffee via its SEQR subsidiary. The agreement marks an initial step by Wayne's Coffee in offering its customers in Sweden the possibility of paying in store with the SEQR Seamless mobile payment solution.

Wayne's Coffee, founded in 1994 in Sweden, is one of the leading coffee house chains in the Nordics. With a strong presence in Sweden, Norway and Finland, through a combination of self owned stores, franchises, and licensed regional partnerships.

"The agreement with Wayne's Coffee will provide its customers with the opportunity to take advantage of the many benefits of the SEQR mobile payment system in the coming months. Fast moving consumer goods, is ideal for our service, as the speed and convenience of SEQR perfectly compliments the lifestyle of the modern urban consumer, by making their buying experience faster and more enjoyable" says Peter Fredell, CEO of Seamless.

SEQR has grown substantially since its launch in Sweden, with a growing footprint in its home market that includes brands such as McDonald's, Axfood and Jysk. Already, today, it is possible to pay using SEQR in several thousand locations – both in person and online. With coming developments during this summer within NFC technology – so called contactless – the number of payment points that accept SEQR will increase dramatically.

"We look forward to our cooperation with SEQR. It gives our guests the opportunity to an even better coffee house experience, through additional options to choose means of payment. SEQR's payment solution suits our industry and our guests perfectly", says Mats Hornell, vice president at Wayne's Coffee.

For further information, please contact:

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ABOUT SEQR, by 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

Seamless

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, 1 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 and US. In 2013, SEQR won the Mobile Money Global Award for Best Mobile Money Deployment in Europe. Seamless is traded on Nasdaq OMX Stockholm, under the SEAM ticker. www.seqr.com