



## **Seamless/SEQR signs an agreement with GoCardless**

### **– Allows any UK customer to connect their bank account to SEQR**

Nasdaq Stockholm listed Seamless has signed an agreement with the fast growing UK based payments network [GoCardless](#), that offers direct debit services in the United Kingdom. The GoCardless cooperation will enable all SEQR customers to link their bank account to the Seamless mobile payment solution, SEQR, regardless of who they bank with.

The agreement provides SEQR customers access to the UK Bacs system via the GoCardless platform. Bacs processed over 6 billion UK bank transactions in 2015.

“The cooperation with GoCardless is a breakthrough for us in the UK market, allowing SEQR users to simply and quickly connect their bank account to our platform. GoCardless is the leading Direct Debit provider in the UK, used by over 20,000 customers to process over £1.5bn in transactions. It’s highly innovative platform and modern API allowed us to easily integrate a Direct Debit solution into our service providing our UK customers with a simple way to top up their pre-paid cards”, says Peter Fredell, CEO of Seamless.

The cooperation with Gocardless combined with SEQRs upcoming contactless payment service will mean that anyone in the UK will be able to easily connect their bank account and pay at any of the 500,000 terminals in the UK that currently accept contactless payments.

“We’re delighted to be working with Seamless, another innovative company helping drive the payment revolution. SEQR is already Europe’s most used mobile wallet and I’m excited GoCardless will be a part of its future growth. Both GoCardless and Seamless share the view that technology can replace legacy systems to dramatically reduce costs and increase efficiency. This agreement is testament to this. Working closely with leading technology providers to integrate with their systems, is just one of the reasons GoCardless has been adopted by some of the leading companies in Europe, and why we continue to grow.” says, Nicola Anderson, VP of Marketing at Gocardless.

#### **For further information, please contact:**

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#### **ABOUT SEQR, by Seamless**

SEQR (se-*cu*re) 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, 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.

# Seamless

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](http://www.seqr.com)

## **About GoCardless:**

Direct Debit is the best way to take recurring payments in Europe, with lower failure rates, lower fees and increased flexibility compared to using debit cards.

GoCardless launched in 2011 and now serves over 20,000 companies collecting over a £1.5bn per year. It has raised \$25m investment from a range of investors including Notion Capital, Balderton Capital, Accel Partners, Passion Capital and Y-Combinator.

Taking payments through GoCardless allows merchants to take control of their payments with a superior online experience, automatic payment processing and very low fees.