

Belgium's leading pharmaceutical supplier introduces SEQR

The dominant pharmaceutical supplier in Belgium, Febelco, has signed an agreement with the Nasdaq Stockholm listed Seamless to introduce the company's SEQR mobile payment solution. Initially, SEQR is now being introduced as a payment method in some 150 webstores of a total of 2,000 that can comprise Febelco's online solution Febelnet.

Febelco supplies products to 2,000 independent pharmacists for a total annual value of EUR 1.4 billion, making the company one of the largest suppliers of pharmaceuticals in Belgium. With the support of Febelco, affiliated pharmacists sell their goods via the shared online solution Febelnet, through which consumers place orders that can subsequently be collected in a physical store.

"Belgium along with the rest of Europe is becoming an increasingly important market for SEQR. The agreement with Febelco has significant potential, given the great enthusiasm with which the pilot project was received. Because of this, I expect a large share of the pharmacists to join in the near future. Not least due to the substantial growth in online sales of pharmaceuticals in Belgium," says Peter Fredell, CEO of Seamless.

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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