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PRESS RELEASE

## Seamless and Microsoft enter into agreement on SEQR

**Seamless payment solution for mobile telephones, SEQR, is to be launched for both Windows 8 and Windows Phone, and will be integrated with Windows Phone Wallet. This launch will take place 2013 under the terms of an agreement between Seamless, listed on Nasdaq OMX, and Microsoft.**

Seamless was founded in 2001 in Sweden, and now has a presence in around 30 countries. The launch of SEQR on Windows platforms is strategically important in order to consolidate the position of Seamless as the leader for mobile payments. SEQR will be implemented in Microsoft's app-stores, Windows Store and Windows Phone Store in all Seamless markets in 2013.

The integration with Windows Phone Wallet opens up new opportunities not only for payments but also for value-adding services such as offers, loyalty programmes, purchase history, and integration with the stores' own apps.

“Offering SEQR via tablets and telephones with Microsoft technology is completely in line with our ambition to extend SEQR Mobile Payment to as many users as possible, and to establish it as one of the global standards for mobile payments,” says [Peter Fredell, CEO and President of Seamless](#).

“Our assessment is that Windows platforms for apps will grow in line with increases in market share. Supporting the platform and Windows Phone Wallet will enable us to reach a larger customer base,” says Peter Fredell.

“SEQR meets our high level of ambition regarding simplicity, user-friendliness and security, and also ensures a strong and growing business for the companies. We are pleased they have chosen our platform and Windows Phone Wallet as a market place for these particular added values,” says [Urban Falk, Business Development Manager at Microsoft Sweden](#).

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### **About Seamless**

Seamless is one of the world's leading providers of payment solutions for mobile phones, handling more than 3.1 billion transactions each year via 525,000 active sales outlets. Combined with over eleven years' experience and a presence in around 30 countries, this gives Seamless a strong position in the market for mobile payments. It is the company's unique transaction platform that enables SEQR. Seamless is traded on Nasdaq OMX Stockholm, under the SEAM ticker.

[www.seamless.se](http://www.seamless.se)

# Seamless

## **About SEQR**

SEQR, developed by Seamless, is the fastest and easiest mobile payments solution currently available on the market. All customers need to do is use the SEQR app to scan the QR code or NFC at the POS terminal and approve the payment by entering their PIN. SEQR works just as well for physical transactions as for e-commerce, and is both faster and more secure than card payments. The technology behind the solution means that there is no investment cost for retailers. All that is required is a QR code or NFC sticker at the POS terminal. In addition, the low transaction charges allow the retailer to save money.

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