Seamless

SEQR the mobile wallet

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Seamless and PCMS signs global agreement: launch pad for retailers in the UK and US for SEQR mobile payments.

The agreement between Seamless (OMX: SEAM) and The PCMS Group plc will grow both companies' businesses and take mobile payments to the next level. With a highly scalable solution based on an open platform, the mobile payment solution SEQR has since the launch in Sweden in 2012, been exported to three international markets, Romania, Finland and Belgium. The collaborative agreement with PCMS, the world leading supplier of software and services to the retail trade, further strengthens SEQR's presence on the two strategic markets: the UK and the US.

- What struck us about PCMS is how forward-thinking and innovative they are in order to meet their customer's needs. They consistently deliver what their retailers are looking for. The agreement between PCMS and Seamless is a key component for big retailers in the UK and the US waiting to activate SEQR, says Seamless CEO, Peter Fredell.

PCMS is a key point of sales provider for top tier retailers in the US and the UK including, but not limited to, Marks & Spencer, John Lewis, Waitrose, Walgreens, Arcadia and Waterstones. The agreement opens up PCMS large client base on both markets.

- PCMS are delighted to be partnering with Seamless. Our dealings so far have been very positive and initial feedback from our customers has been superb. The speed of change in the payments industry is stunning and SEQR seem to be at the forefront of innovation. Our clients need payment solutions for all devices across their many sales channels, says Richard Goodall, Group Sales & Marketing Director at PCMS.

For more information:

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ABOUT SEQR, by Seamless

SEQR (se•cure) is Sweden's and Europe's most used mobile wallet 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 30 countries, Seamless handles more than 3, 1 billion transactions annually through 525 000 active sales outlets. 4 600 merchants have chosen SEQR including Sweden's largest grocery chains, fast food chains and national retailer chains including McDonald's, Hemköp and Ur&Penn. SEQR was launched in Romania in 2013, in Finland in 2014 and is scheduled to launch in Belgium in 2014. 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.
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