

Stockholm, 29 March 2017

## PRESS RELEASE

# Seqr™ integrates Masterpass to create the first digital wallet for shopping in all channels across multiple markets

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Seqr™, the innovative and easy mobile payment solution developed by Seamless, has joined forces with Mastercard to provide a contemporary and secure way to pay. Seqr continues to innovate by integrating Masterpass by Mastercard into its mobile payment app to provide even greater convenience to its consumers, by enabling them to make secure digital payments online, in-app and in-store. During the second quarter of 2017, Seqr customers will benefit from being able to shop and pay at hundreds of thousands of online stores, wherever Masterpass is accepted, globally.

## Masterpass and Seqr

Masterpass is a digital payment service from Mastercard that empowers consumers to make fast and secure digital payments. It allows them to pay with any enrolled payment card, anywhere, using any device. Consumers securely store Mastercard and other branded credit, debit and prepaid card information, as well as certain private label and loyalty cards, along with shipping addresses, all in one place, so that they can be easily accessed during checkout. Masterpass eliminates the need to enter detailed payment and shipping information with every purchase, and simplifies the process of completing a transaction from any connected device.

Masterpass has the added advantage of an online acceptance network that has merchants in over 34 countries. These trusted advantages combined with the power and innovation of Seqr will help to enable even greater growth within the mobile payments and e-commerce world.

Peter Fredell, CEO of Seamless, sees the great benefits of the cooperation between Mastercard and Seqr concerning Masterpass: "To integrate with Masterpass gives us an online acceptance network consisting of 340,000 online retailers where you can pay with Seqr. This is obviously a great leap for Seqr and visualizes the strength both of Seqr and the Mastercard network. Furthermore, we have created an digital wallet for shopping in all channels in multiple markets where you now will be able to pay within Mastercard's network both in the online market and physical stores globally."

Mats Taraldsson, Head of Digital Development, Mastercard Nordics and Baltics: "We are delighted to partner with such an innovative company as Seqr that will support the roll-out of Masterpass for shopping in all channels, not only in Sweden, but across multiple markets."

## A digital wallet for shopping in all channels to launch across multiple markets

Seqr, together with Mastercard, has created an international digital wallet for shopping in all channels, which will launch across multiple markets. The wallet will support not only contactless payments through Host Card Emulation (HCE), but also in-app payments and e-commerce payments. This omni-channel wallet will make it possible for all Seqr users to now pay in over hundreds of thousands of online stores where Masterpass is accepted. The additional benefits of Masterpass and its acceptance network will only help strengthen the position of Seqr's digital positioning within the mobile payments market.

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## About Seqr

Seqr is the standard way to pay. Developed by Seamless, Seqr is the safe, fast and easy way to pay by mobile. The only thing the user needs is the Seqr app to scan a QR code or tap on the NFC terminal. Globally, over 30 million contactless card terminals now accept Seqr. The low investment and transaction fees for merchants and among others ensure that Seqr is the most widely used mobile payment solution in Europe. [www.seqr.com](http://www.seqr.com)



## About Seamless

Seamless is one of the world's largest suppliers of payment systems for mobile phones. Founded in 2001 and active in 35 countries, Seamless handles more than 5.3 billion transactions annually through 675,000 active sales outlets. Seamless has three main business areas including the transaction switch, the technology provider for the distribution of e-products and the mobile payment platform Seqr. [www.seamless.se](http://www.seamless.se)



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This information is information that Seamless Distribution AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. This information was submitted for publication, through the agency of the contact person set out above, at 08.50 a.m. CET on March 29, 2017.

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