

Belgian Colruyt Group is stepping up the rollout of SEQR

One of Belgium's largest retail chains, Colruyt Group, is now stepping up the rollout of Seamless (SEAM: OMX) mobile payment service SEQR. During the year, all of the approximately 500 stores in Belgium will offer Europe's leading mobile payment service.

It was last fall that the cooperation between Colruyt Group and Seamless began. The store chain's customers had for some time been testing the payment solution, and in the first step Colruyt introduced the service on several of their e-commerce sites. Now it's time for step two when the physical stores will follow.

- We are very pleased with the first period that we have been able to offer SEQR as a payment solution at Colruyt Group, and it feels natural that we now continue the rollout and implementation of the services that we can offer through SEQR. That such a major player chooses us is a testimony to the opportunities SEQR has to offer for both merchants and customers, says Peter Fredell, CEO of Seamless.

Already today SEQR can be used in about 170 of Colruyt Groups stores and the aim is that all of the about 500 stores will be able to offer SEQR during the year of 2015. The companies have worked closely with each other to create such a seamless payment solution for Colruyt Group merchants and customers as possible.

- The most exciting with SEQR is the width that the service offers. That it functions smoothly for the customers both online and at physical retailers is important in a world where the different sales channels intertwine. Together with Seamless, we can quickly adapt to the new reality that is coming, says Michel Van Mello, Division Manager Accounting & Banking, Colruyt Group.

Colruyt Group is active in the food and retail industry and operates in Belgium, Luxembourg and France. They are listed on NYSE Euronext Brussels (COLR), has over 27 000 employees and an annual turnover of 8.7 billion Euros.

For more information:

Daniel Hilmgård, press contact Seamless +46 70 996 83 33, daniel.hilmgard@seamless.se

Peter Fredell, CEO Seamless +46 8564878 00 peter.fredell@seamless.se

This information is such information that Seamless Distribution AB (publ) is required to disclose pursuant to the Swedish Securities Market Act and/or the Swedish Financial Instrument Trading Act. The information was released for publication on 11 March 2015 at 07.50 am (CET).

ABOUT SEQR, by 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, 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 SEQR where is established. SEQR is established in Sweden, Finland, Romania, Belgium and Portugal. 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

About Colruyt Group

Colruyt Group operates in the food and non-food distribution sector in Belgium, France and Luxembourg with about 470 own stores and over 500 affiliated stores. In Belgium this includes Colruyt, OKay, Bio-Planet, Dreamland, Dreambaby and the affiliated stores Spar and Eurospar. In France, in addition to approximately 70 Colruyt stores, there are also affiliated, independent Coccinelle, CocciMarket and Panier Sympa stores. The group is also actively involved in the foodservice market (supplying food products to hospitals, company canteen kitchens, catering businesses) in France (Pro à Pro) and in Belgium (Solucious). The other activities include the sale of fuels (DATS 24), digital print and document management solutions (Symeta) and the production of green energy. The group employs over 27.000 employees and recorded EUR 8,7 billion revenue in 2013/14. Colruyt is listed on NYSE Euronext Brussels (COLR) under ISIN code BE0974256852.