

SEQR enters the Netherlands

The Swedish company Seamless' (OMX: SEAM) mobile payment service SEQR, is now available in another country. SEQR, Europe's leading mobile payment service, is already launched in the Swedish, Finnish, Romanian, Belgian and Portuguese markets. To these are added now the Netherlands, a market with 17 million inhabitants.

The mobile service SEQR works in both physical stores and at online merchants, but also by the service SEQR Shop Spot, which basically turns everything to a possible sales channel, by scanning a QR code from any surface. This can be done through an ad, digital banner, a physical product or a TV commercial.

- SEQR Shop Spot is a unique service that has all the potential to revolutionize trade. It goes beyond the two traditional sales channels - physical stores and online - and instead make everything into a potential sales channel. SEQR Shop Spot has also enabled us to accelerate the rollout of the service and offer more consumers the smartest mobile payment service on the market. This makes us independent of the big chains integration speed to install SEQR physically, says Peter Fredell, CEO of Seamless.

The technology behind SEQR enables merchants to lower the interchange fees significantly

compared to those charged by traditional card companies. Also for consumers, it is cheaper to use mobile payment. SEQR refunds up to 3 percent cashback on all purchases made with the service. With SEQR, consumers can also transfer money between each other without any additional cost.

SEQR will work in the Netherlands from today and consumers will from the start be able to buy products from several well-known brands. The roll out in the Netherlands will now continue indefinitely by connecting more and more physical stores and online retailers to SEQR.

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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, Portugal and Netherlands. 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