

SEQR now live in USA

SEQR continues its geographic expansion with its launch in USA. SEQR has launched in five additional European countries earlier this year, establishing itself as one of the leading European mobile payment providers, with a presence in a total of ten countries. Now, with the addition of the US market, SEQR has one of the strongest offerings to both consumers and retailers in the world.

SEQR began to establish itself on the U.S. market earlier this year. Daniel Bessmert, General Manager of SEQR in the U.S., led the way, spending the following months focusing on building up SEQR's U.S. organization and establishing strategic, long-term relationships with partners and retailers.

"We are very proud to be live in the U.S. now, and it is a real feather in our cap. We have an expansive growth strategy and the U.S. market is a key puzzle piece with over 300 million consumers, which strengthens our overall market position," says Peter Fredell, CEO of Seamless.

SEQR is now one of the very few players in the world to offer merchants with expansive geographic spread, which addresses both sides of the payment equation. With SEQR, retailers have a low cost, secure, alternative to payments offered by traditional card companies, and consumers have the ability to do all types of payments whether online or within the physical world, all in one solution.

"We are now all set strategically and have more merchants on the way in. Many businesses are interested in mobile payments, which I also witnessed during my time at Visa, Monitise and PayPal, who are all investing heavily in mobile payments. But everyone has been waiting for a mobile payment solution that can be implemented easily and cost effectively. SEQR is that solution," says Daniel Bessmert, General Manager of SEQR in the U.S.

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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 where SEQR is established. Currently SEQR is established in Sweden, Finland, Romania, Belgium, Portugal, Netherlands, Germany, Spain, France and Italy. 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