

SEQR makes e-commerce even faster - Webhallen starts using SEQR's Instant Checkout to increase speed and conversion.

SEQR and Webhallen, one of the largest online electronics retailers in Sweden, have extended their partnership. Webhallen has upgraded their online shop with SEQR's Instant Checkout service. It cuts down the number of steps that a customer needs to take when purchasing with a mobile device.

Instant Checkout is among the newest features in SEQR's versatile digital payment solution and evidence of the company's focus on continuous e-commerce development. According to recent studies, mobile shopping is increasing rapidly and already accounts for more than 50% of all e-commerce transactions. Easy order placement and secure mobile payments are essential to growing this further.

SEQR's Instant Checkout makes it easier than ever to complete purchases on a mobile device. All customer delivery information such as name, address, e-mail and mobile phone number are automatically transferred from SEQR to the merchant when the purchase is approved. The customer simply needs to enter their PIN code in the SEQR app. SEQR Instant Checkout makes the purchase faster, smoother and significantly increases sales conversion. When shopping on a desktop, orders are placed easily by scanning a QR code displayed on the screen.

SEQR's Instant Checkout service is already integrated into E37's mobile checkout and has been piloted with SWEdala Outlet's online shop since May 2015.

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About 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 digital 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 35 countries, Seamless handles more than 3,7 billion transactions annually through 575 000 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, Italy, UK and US. In 2013, SEQR won the Mobile Money Deployment in Europe. Seamless is traded on Nasdaq OMX Stockholm, under the SEAM ticker. www.seqr.com