

Stockholm, 7 March 2013

PRESS RELEASE

Seamless concludes agreement with Mekonomen

Seamless – which is listed on Nasdaq OMX Stockholm – has concluded an agreement with Mekonomen Detaljist AB, one of Sweden's leading retail chains for auto accessories and spare parts, which has more than 140 stores. The collaboration will enable customers to use SEQR for conveniently paying by mobile phone and will initially be launched in six stores.

“The collaboration with Mekonomen will allow us to showcase the advantages of SEQR in yet another industry that affects many Swedes. The agreement is a milestone in our goal of making mobile payments with SEQR an everyday occurrence,” says Peter Fredell, CEO of Seamless.

“We are always looking to develop our offering and look forward to being able to enable our customers to pay securely by mobile phone in our stores,” says Krister Duwe, President of Mekonomen Detaljist AB.

Paying by SEQR is simplicity itself. All the customer needs to do is scan in a QR code at the checkout and then approve the payment with their personal code. There is no communication between the mobile phones and cash registers which means that the security level for SEQR-based payments is higher than a regular card payment. SEQR users get an invoice account at Collector, interest-free and at no extra charge.

For further information, please contact:

Peter Fredell, CEO, Seamless Distribution AB, Tel. +46 (0)8-564 878 00,
peter.fredell@seamless.se

Olivera Andersson, Communications Manager, Seamless, Tel. +46 (0)70-660 51 96,
olivera.andersson@seamless.se

About Seamless

Seamless is one of the world's leading providers of payment solutions for mobile phones, handling more than 3.1 billion transactions each year via 525,000 active sales outlets. Combined with over eleven years' experience and a presence in 26 countries, this gives Seamless a strong position in the market for mobile payments. It is the company's unique transaction platform that enables SEQR. Seamless is traded on Nasdaq OMX Stockholm, under the SEAM ticker.

www.seamless.se

About SEQR

SEQR, developed by Seamless, is the fastest and easiest mobile payments solution currently available on the market. All customers need to do is use the SEQR app to scan the QR code at the POS terminal and approve the payment by entering their PIN. SEQR works just as well for physical transactions as for e-commerce, and is both faster and more secure than card payments. The technology behind the solution means that there is no investment cost for retailers. All that is required is a QR code sticker at the POS terminal. In addition, the low transaction charges allow the retailer to save money.

www.seqr.se – Twitter: [@seqrse](https://twitter.com/seqrse) – facebook.com/seqrse