

July 21, 2017

PRESS RELEASE

Seamless has listed SDS and receives 180 MSEK

Seamless Distribution AB (“Seamless”) is delighted to announce the successful closing of the listing of Seamless Distribution Systems AB (“SDS”) on Nasdaq First North Premier. More than 1,300 investors committed 180MSEK in new funds. Seamless congratulates SDS on the conclusion to this process. SDS, as an independent entity, is expected to deliver accelerated growth in its core markets.

The successful conclusion of this process is a critical and big step forward for Seamless. The funds from the SDS listing will, in combination with recently announced management changes and ongoing efforts to aggressively focus on revenue and cost drivers, provide a solid foundation for the period ahead.

Further details regarding revenue and cost initiatives will be shared as part of Seamless Q2 results which will be announced on August 10th 2017.

For further information, please contact:

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About Seamless

Seamless is 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 5.3 billion transactions annually through 675 000 active sales outlets. Seamless has three main business areas including the transaction switch, the technology provider for the distribution of e-products and the mobile payment platform Seqr. www.seamless.se.