

SEAMLESS

Committed to money

Press releaseStockholm, March 22nd 2012**SEQR will be part of Sweden's largest POS system, Extenda**

Seamless – ticker SDAB.SS on the NASDAQ/OMX First North Exchange in Sweden – has entered an agreement with Sweden's largest supplier of POS systems, Extenda, for mobile payments. Both existing and new customers can now simply and smoothly allow customers to pay by mobile phone when SEQR becomes part of Extenda's standard system, and in this way circumvent card issuers' high charges.

From today onwards, all merchants with Extenda's POS system can connect to SEQR via Extenda's standard integration and enable their customers to pay by mobile phone.

"We know that retailers are awaiting a standardised solution which is easy to implement and that they do not want to invest in new technology to get mobile payments to work. Extenda is responsible for 60 percent of the common brands in the Swedish retail sector. These retail chains can now in a simple manner accept mobile payments using SEQR. This rollout of SEQR represents a great step forward for Seamless," says Emil Wikström, MD of SEQR at Seamless.

In the Seamless mobile payment solution, SEQR, consumers scan a QR code at the POS terminal to approve payments being charged to their bank or credit accounts. SEQR users can also transfer money to another mobile phone, pay bills and make online payments. The Seamless solution, for which 41 patents have been applied, enables the retail trade to avoid costly charges to card companies. The service is free of charge for consumers. See: <http://www.seamless.se/seqr/movie.html>

For more information, please contact:

Emil Wikström, MD of SEQR, Seamless, tel. +46 (0)8 564 878 00, emil.wikstrom@seamless.se

About Extenda

Extenda is an international IT company offering solutions for retail chains including department stores, fashion, food, commodity and general merchandise chains. The company has installations in 25 countries in Europe, US and Canada, in 7000 stores and 30000 POS terminals. For more information please visit www.extenda.se.

About Seamless

Seamless is a software innovation company specialized in solutions for Mobile Money, prepaid e-Top Up and Value Added Services. Seamless has deployed its transaction switch for more than 40 mobile operators in 26 countries, across three continents Seamless transaction platform ERS 360° processes over 2.4 billion transactions each year. The Seamless solution SEQR is currently pending 41 patents. Seamless was founded in 2001 and the share is traded at NASDAQ OMX First North. The company headquarter is in Stockholm, Sweden, with offices in Riga in Latvia, Mumbai and Kolkata, India, Accra in Ghana and Lahore in Pakistan. For more information, please visit www.seamless.se

Certified Advisor: Evli Bank Plc Stockholm, telephone: +46 (0)8 407 8000