

Press Release

June 28, 2021

Breakthrough order from Telenor Group worth USD 1 million

Seamless Distribution Systems (SDS) has received a breakthrough order worth USD 1 million from Telenor with an anticipated additional services order worth USD 0.5 million. The order is for Seamless to replace and migrate a competitor's solution in Pakistan. The order is the first from the Telenor Group and means, besides expanding into a new Asian market with many future opportunities, that SDS continues to strengthen its client base.

"This is a major strategic and commercial milestone for us as we begin our engagement with Telenor, which is one of the world's largest telecom operator groups. Only in Pakistan Telenor have more than 50 million customers. The competitiveness of our products continues to be proven by the growing list of operators and operator groups who see the advantages in SDS ability to meet the clients' business needs. We now look forward to establishing a long-term relationship with this esteemed telecom operator group," says Tommy Eriksson, CEO of SDS Group.

SDS will implement the self-developed, state-of-the-art transaction platform ERS 360, which includes digital accounts, transaction management and support for several different technologies for communicating with sales agents and resellers. It will enable the telecom operator to control, monitor, and optimize the entire sales and distribution process. As a result, the telecom operator gains the benefits of increased sales capabilities as well as cost and process efficiencies across their enormous distribution chain.

The partnership represents an important expansion of SDS' client base and firmly positions SDS in the South Asian market. A major part of the revenue from this order is expected to be recognized in the second quarter 2021.

For more information contact:

Martin Schedin

Chief Financial Officer

+46 70 438 14 42

martin.schedin@seamless.se

This information is the information that Seamless Distribution Systems AB (publ) is required to disclose under the EU Market Abuse Regulation. The information was submitted for publication through the agency of the above contact person on June 28, 2021 at 10:00 CEST.

ABOUT SDS

SDS is a Swedish international software company that specializes in mobile payment services for mobile operators, distributors, retailers and consumers. SDS ensures that Telecom operators can sell their telephone subscriptions, where SDS products and services handle up to 90% of the Telecom operator's sales. Today, SDS have implemented solutions in fintech, advanced analysis and retail value management, and where these solutions have succeeded, they are transformed into so-called SaaS solutions.

Following the acquisition of Riaktr, SDS has approximately 300 employees in Sweden, France, Belgium, Romania, South Africa, Ghana, Nigeria, Ivory Coast, United Arab Emirates, Pakistan, India and Indonesia.

Following the acquisition of Riaktr, SDS will annually handle more than 15 billion transactions worth over USD 14 billion. Via over 3 million monthly active resellers of digital products, more than 650 million consumers are served globally.

The company's Certified Adviser is FNCA Sweden AB, phone 08-528 00 399.
info@fnca.se