

Press Release

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First Sales transactions and accelerated cooperation in Ethiopia

SDS and Smart Digital Technology have today in Addis Ababa successfully performed the first digital sales transaction and electronic recharge. The partners reinforce the commitment in the strategic partnership with Ethio Telecom and accelerate the digital services adoption in the sales and distribution channel

Ethiopia has embarked on a comprehensive reform process during the past months and the country presents huge business opportunities in the process of modernization and liberalization of the previously state controlled sectors of telecommunications and banking among others.

“Ethiopia is the fastest growing economy in Africa and a market that presents big opportunities and we are delighted to be entrusted to contribute with our solutions and experience in the digitalization process in the country in general and for Ethio Telecom in particular”, says Tommy Eriksson, CEO of SDS.

“Making a progress towards a digital market we are grateful that we are rolling-out Electronic Voucher Distribution (EVD) in partnership with Seamless and Smart Digital Technologies that will enable us to provide flawless services to our customers, by increasing the availability and the convenience of prepaid recharge and top-up options.” says Her Excellency Frehiwot Tamru, Chief Executive officer of Ethio Telecom.

SDS and Smart Digital Technology have been working together with Ethio Telecom during the past months in different initiatives and projects for the deployment and launch of different digital solutions, aimed to improve the efficiency in the sales and distribution operations and to enable a digital engagement with trade partners and consumers in the market.

“For us as Smart Digital Technology, it is a pride to be able to contribute to the strong development and modernization of different sectors and industries in Ethiopia. We find in SDS an ideal partner, who has the operational focus and technology, as well as several years of experience from other markets and who is committed to work with us in delivering the platforms and services that will help Ethio Telecom to achieve their goals and strategies and that creates a strong base for a long term mutual beneficial business”, says Surafel Belay, CEO of Smart Digital Technology.

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About SDS

SDS, Seamless Digital Distribution AB, is a Swedish software company with solutions for electronic distribution of services to private consumers through mobile operators in emerging countries. The company offers its corporate customers a comprehensive solution for digital transactions. The company has customers in 30 markets that reach over 300 million mobile consumers through more than 1,000,000 active retailers. SDS has about 150 employees in Sweden, Belgium, Nigeria, Ghana, USA, Pakistan, India, Ecuador and the United Arab Emirates. With over 18 years of experience, SDS focuses on high level of customer satisfaction and effective development. SDS manages over 5.3 billion transactions annually and enables the growing population of emerging countries to become part of the mobile revolution.

SDS share is listed on NASDAQ First North Premier.

The company's Certified Adviser is FNCA Sweden AB, telephone number 08-528 00 399.

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