

## **SDS receives breakthrough order valued SEK 14 million in Cameroon**

**Seamless Distribution Systems AB (SDS) has received an initial order from one of Cameroon's largest mobile operators, which also belongs to Africa's largest operator group. It is the first order SDS has received in the country and has an initial value of SEK 14 million. In addition to the initial order value, recurring service revenues can be expected in the future.**

The order, which is the first for SDS in Cameroon, includes an installation of a system for digital distribution and sales of electronic products. The acquired order means that SDS replaces the operator's service provider and existing technology and will in the long run contribute positively to SDS's recurring revenues.

*"With the investment, the mobile operator aims to create market growth and a higher penetration of its digital sales channel. The value and adaptability of our products continues to be proven by the large number of operators who recognizes the benefits of our products. We are already working with the operator group in several markets and are now looking forward to establishing a long-term collaboration with this highly respected operator in Cameroon.", says Tommy Eriksson, CEO of SDS.*

Delivery will begin immediately and SDS plans to complete the project during the fourth quarter of 2020, which is also when the revenue from the order is expected to be realized.

The central part of the delivery is SDS' self-developed transaction platform ERS 360, which includes digital accounts, transaction management and support for several different technologies for communicating with sales agents and resellers.

The order is the first step towards a collaboration where an expansion of the system with more functions and additional orders for services can be expected. Close at hand is the Managed Operations service, where SDS normally delivers both technical and administrative operation of the system.

*"When clients buy our additional services, such as precision marketing and sales optimization features, their competitiveness, sales and returns increase. The order proves once again that we have a very strong position in Africa and an ability to continue to grow organically.", says Tommy Eriksson, CEO of SDS.*

This is the fourth new customer that SDS has acquired in 2020. Thus, SDS continues its organic growth in new markets.

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*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 October 26, 2020 at 08:00 CET.*

## **About SDS**

SDS is a Swedish software company group that provides solutions and services for digital sales and distribution to private consumers through mobile operators in emerging countries. The company offers its corporate customers a comprehensive solution for digital distribution and electronic transactions processing. SDS acquired eServGlobal in July 2019. The SDS Group now has customers in all parts of the world, with a footprint in more than 50 countries, reaching over 500 million mobile users through more than 2,000,000 active point-of-sales. SDS has approximately 230 employees in Sweden, France, Romania, Belgium, Ghana, Nigeria, USA, Pakistan, India, Indonesia, South Africa, Ecuador and the United Arab Emirates. With more than 30 years of experience, SDS focuses on high-level customer satisfaction and efficient operations. SDS manages over 15 billion transactions annually, worth more than 14 billion US Dollars and enables the growing population of emerging countries to become part of the mobile revolution.

SDS shares are listed on Nasdaq First North Premier.  
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