

The Board proposes a long-term incentive program to motivate key executive managers and to reward increased value creation

Press release October 30, 2017

The Board of Directors of Seamless Distribution Systems AB ("SDS" or "The Company") proposes that the Extraordinary General Meeting of November 27, 2017, decides on the introduction of a long-term incentive program for senior executives in SDS and issue of warrants.

SDS has a streamlined organization with an efficient management team. The Board proposes a long-term and market-based incentive program with high performance criteria. The entry threshold price corresponds to at least the introductory price at the time of listing. This is intended to motivate key executive managers within the Group, both employees and consultants. The Board believes that it is in the interests of shareholders that management is involved in the Company's future value creation by harmonizing incentives between management and shareholders. In this way, an increase in motivation is foreseen.

The proposed incentive program extends to the year 2023 and the 350,000 warrants are offered to five participants at market price. No participant can purchase more than 175,000 warrants. The dilution effect at full utilization corresponds to 4.8%, whose probability should be considered in light of the program's high performance criteria. The comparison price corresponds to the volume weighted average price of the Company's share for 10 trading days, calculated from 27 November 2017, but at least 30 SEK. The exercise price is 120% of the comparison price, i.e. at least 36 SEK, which was the introductory price at the Company's listing. The performance criteria for the five equally large sub series of the program requires that the share price for 30 consecutive trading days during the program must have exceeded 37.5, 43.5, 51, 57 and 63 SEK respectively.

- *"The Board is pleased to propose a long-term program that is in the interests of shareholders as it efficiently motivates key executive managers at a low cost to the company," says Gunnar Jardelöv, Chairman of the Board. "Participants may purchase options at market price, and get a strong incentive to increase the value of the company, which benefits both shareholders and key employees. In order to materialize in full, the share price must be at least 63 SEK, close to quadruplicating from today's level, but at the same time, key players may not buy shares through the program below the introductory price that was applicable at the time of listing. A well-motivated management team is encouraged to contribute to the Company's long-term value creation."*

For more information please contact Gunnar Jardelöv, Chairman of the Board, +46 708 34 81 48.

About SDS

SDS 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 clients in 28 markets that reach over 200 million mobile consumers through more than 675,000 retailers. SDS has approximately 140 co-workers in Sweden, Belgium, Ghana, Guinea, USA, Pakistan, India, Ecuador and the United Arab Emirates.

With over 16 years of experience, SDS focuses on high customer satisfaction and efficient software development. SDS manages over 5.3 billion transactions annually in its system, enabling 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 Mangold Fondkommission AB, telephone number +46 8-5030 1550.

This information is the information that Seamless Distribution Systems AB is required to disclose under the EU Market Abuse Regulation and / or the Securities Market Act. The information was submitted for publication on October 30, 2017 at 08.20 CET.