

SDS Secures First Intelligent Platform Deal with a Leading African Brand

SDS is proud to announce a significant milestone with the first commercial sale of our next-generation Intelligent Platform to a leading African brand, marking an important step in the evolution of our portfolio from transactional platforms to AI-powered commercial intelligence.

The new agreement, which is an annually renewable licence, brings together SmartFloat liquidity orchestration with Commercial Intelligence across mobile operations, combining Fintech integration, AI-powered analytics and predictive capabilities to turn real-time data into smarter commercial action.

Built around the principles of See - Understand - Predict - Act- Learn, the platform will enable greater hyper-localisation, using intelligence at market, territory, agent and customer level to understand what is happening, predict what is likely to happen next, recommend the right intervention and continuously learn from the outcome.

This landmark first deployment represents an important step in SDS's strategy to help operators move beyond traditional reporting towards a more intelligent, predictive and action-oriented commercial operating model.

Martin Schedin, CEO of Seamless, comments:

"This is an exciting milestone for SDS and an important validation of our strategic direction. We are moving beyond traditional transactional platforms to deliver intelligent, AI-powered solutions that help our customers make better decisions and drive measurable commercial results. By combining our deep understanding of mobile operations with predictive analytics and intelligent action, we see significant potential to create new value for operators across our markets. This first deal is an important step in that journey, and we are excited to build on this momentum."

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About SDS

SDS is a Swedish international software company specializing in mobile payment services for mobile operators, distributors, retailers and consumers. SDS ensures that telecom operators can sell voice time, data and ancillary services where SDS products and services handle up to 90% of the telecom operator's sales. Today, SDS has implemented solutions in Fintech, advanced analytics and Retail Value Management, and where these products have transformed into so-called SaaS solutions for the telecom operator.

SDS has approximately 185 employees in Sweden, South Africa, Algeria, Ghana, Nigeria, the United Arab Emirates, Pakistan and India. SDS handles more than 15 billion transactions worth over \$14 billion annually. Through over 3 million monthly active retailers of digital products, more than 1 100 million consumers are indirectly served globally.

SDS's share is listed on Nordic SME on the Nordic Growth Market.