

**Press Release**

**October 1<sup>st</sup>, 2019**

## **SDS AB has received a new order in the Middle East**

**SDS AB has received an order of 6,3 million SEK from one of the regions' most important mobile operators, in the largest market in the Middle East.**

**The order is received from a customer of eServGlobal, which was acquired by SDS in July this year. It is a tangible proof of trust in SDS ability to be a consolidator in its niche.**

The order includes the delivery and deployment of functionality that is enhancing the existing system's capabilities in respect to the resilience and redundancy for handling the business of digital distribution and sales of electronic recharge value. The central part of the delivery is the transaction switch that manages digital accounts, processes electronic transactions and which supports a variety of efficiency enhancement solutions, enabling amongst other sales agents to engage digitally with the consumers in the country. The order also includes supply of third party hardware and software.

The mobile operator's goal with the investment is to ascertain the highest possible availability of the services provided to the consumers through its tens of thousands of trade partners. The order supports the strategic thinking and readiness in respect to the services provided by a business-critical system, being in the meantime a sign of trust in Seamless from one of eServGlobal's most significant customers.

The delivery will commence immediately and SDS plans to complete the project before the end of this year. Revenues are expected to be recognised in the fourth quarter of 2019.

"I am very pleased to see this proof of trust from one of eServGlobal's most significant customers. Although we have seen continued business from eServGlobal's customers, such as both renewals of support services and for additional functionality, it is great to receive an order which is the first of a significant value, since SDS' acquisition of eServGlobal. This is in a new market, seen from SDS perspective and paves the way for even more business in an important region such as the Middle East," says Tommy Eriksson, CEO of SDS Group.

The order received from such a significant operator, in the largest market in the Middle East, is an important step in a continuous long-term engagement and collaboration with the customer. It is expected to strengthen the involvement and contribution of SDS will have regarding digital transformation, enablement of multi engagement at the point of sales, and the contributions through SDS' technology and know-how to the customer's increased profitability and efficiency.

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## About Seamless Distribution Systems AB (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 over 20 years of experience, SDS focuses on high-level customer satisfaction and efficient operations. SDS manages over 10 billion transactions annually, worth more than 11 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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