

## **SDS receives an order for its advanced analytics product from an operator in Botswana**

**Seamless Distribution Systems AB (SDS) has received an order worth SEK 3.0 million from a leading mobile operator in Botswana for its Smart "Sales and Distribution" (S&D) product.**

"It is gratifying that we continue to expand our presence in new markets. This deal positively contributes to our strategy of focusing on profitable projects with well-controlled risk, which also generate additional annual recurring revenue," says Eddy Cojulun, CEO of SDS.

The project represents the first order from this new customer and involves the Smart S&D product, which enables the mobile operator to manage its sales distribution channels efficiently using advanced analytics and AI through a highly simple and user-friendly interface.

The Smart S&D product empowers the operators' sales and distribution teams to take the best actions at the right place and time each day, based on real-time insights, thereby enhancing sales force productivity and revenue.

The order consists of an installation revenue of SEK 1.8 million and an annual recurring revenue of approximately SEK 1.2 million. The installation portion will be recognized as revenue in the fourth quarter, while the license revenue will be recognized quarterly as long as the customer uses the Smart S&D solution.

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### **ABOUT SDS**

*SDS is a Swedish international software company that specializes in mobile payment services for mobile operators, distributors, retailers, and consumers. SDS ensures that Telecom operators can sell their telephone subscriptions, where SDS products and services handle up to 90% of the Telecom operator's sales. Today, SDS have implemented solutions in fintech, advanced analysis and retail value management, and where these solutions have succeeded, they are transformed into so-called SaaS solutions.*

*SDS has approximately 267 employees in Sweden, France, Belgium, Romania, South Africa, Ghana, Nigeria, Ivory Coast, United Arab Emirates, Pakistan,*

# Seamless

Distribution Systems

**Press release**  
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*India, and Indonesia. SDS annually handles more than 15 billion transactions worth over USD 14 billion. Via over 3 million monthly active resellers of digital products, more than 1100 million consumers are served globally.*

*SDS share is listed on Nordic SME at the Nordic Growth Market*