

## SDS secures strategic contract worth SEK 6,5 Million in Bangladesh

**SDS, is proud to announce the signing of a significant contract with an existing customer in Bangladesh worth SEK 6,5 million. This partnership marks the initiation of an ambitious transformation project designed to redefine the retailer's mobile application.**

This strategic project, spearheaded by SDS, focuses on delivering cutting-edge UI/UX enhancements and robust backend technology upgrades. With a strong emphasis on future-proof technological scalability and operational efficiency, the initiative seeks to elevate the mobile app's capabilities and user experience to new heights.

### Phase One: Revolutionizing the Reseller Experience

The first phase of this transformative journey will focus on enhancing the reseller experience through the following key objectives:

- **Improved User Retention:** The revamped mobile app will feature a seamless and enjoyable interface, fostering higher user retention and satisfaction.
- **Innovative Design:** Leveraging creativity and industry-leading design standards, the app will deliver a visually engaging and dynamic user interface.
- **Responsive Design:** Ensuring consistent, high-quality experiences across all devices and platforms through advanced responsive design strategies.
- **Simplified Navigation:** A focus on intuitive and streamlined navigation will minimize user confusion and errors, encouraging longer session times and fostering better customer interactions.

### Looking Ahead: Building for Sustained Innovation

Following the initial phase, SDS will introduce key enhancements aimed at optimizing the app's performance, scalability, and operational efficiency. These updates are designed to ensure the app remains a competitive market leader while continuously meeting the evolving needs of its users.

This order from will be taken as revenue in the first half of 2025.

**For more information contact:**  
Martin Schedin

Chief Financial Officer

+46 70 438 14 42

**[martin.schedin@seamless.se](mailto:martin.schedin@seamless.se)**

## **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, 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*