

Seamless Distribution Systems and TashiCell Bhutan hold a strategic session on collaboration opportunities for revenue growth through AI and process automation

Seamless Distribution Systems AB (SDS) and TashiCell have initiated a strategic engagement through focused sessions to leverage Seamless' AI expertise and operational best practices, aimed at accelerating TashiCell's revenue growth while enhancing organizational productivity through intelligent automation.

This engagement focuses on transferring Seamless' global AI expertise and internal best practices to TashiCell's operations. The objective is to support the organization in becoming more articulate and productive by implementing automation strategies. Crucially, the target of this automation is to increase the efficiency of the existing workforce, empowering employees to achieve more rather than reducing headcount.

"Our engagement with TashiCell reflects SDS's ability to deliver not just technology, but high-impact operational expertise. We are sharing the AI-driven best practices used in our own day-to-day operations to help TashiCell optimize their workflows. This initiative is about identifying revenue leakage and growth opportunities while using automation to make their teams more efficient, ensuring that technology serves as an enabler for their people, not a replacement."

- Martin Schedin, CEO, Seamless Distribution Systems AB

"Embracing AI and automation is a strategic step toward securing TashiCell's future growth and operational excellence. With Seamless' proven expertise and best practices, we are looking forward equipping our teams with the tools they need to work smarter, not harder. This engagement was centered on enhancing our human capital-automating routine tasks to free up our staff for high-value innovation-ultimately driving revenue while maintaining our commitment to our workforce."

- Phub Dorji, GM - IT & MIS, TashiCell

The engagement will bring Seamless' advanced AI methodologies to TashiCell, unifying data insights to strengthen decision-making. By adopting these best practices, TashiCell aims to streamline organizational focus, reduce manual and repetitive tasks, and enable teams to concentrate on high-value activities that directly drive revenue growth-creating a future-ready, agile environment where

automation acts as a catalyst for employee performance and business scalability.

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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 talk 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 succeeded, they are transformed into so-called SaaS solutions.

SDS has approximately 200 employees in Sweden, France, Belgium, Romania, South Africa, 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 digital product resellers, it indirectly serves more than 1100 million consumers globally.

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

About TashiCell

Tashi InfoComm Limited, operating under the brand name TashiCell, is Bhutan's first private mobile operator. Established to provide reliable and affordable mobile services, TashiCell offers a comprehensive portfolio of voice, data, and enterprise solutions. Dedicated to connecting the people of Bhutan, TashiCell consistently invests in network expansion and innovative technologies to foster the nation's digital growth and socio-economic development.