

SDS wins order worth SEK 5.5 million from an existing customer in the UAE

Seamless Distribution Systems (SDS) has received a strategically important order of SEK 5.5 million from an existing customer in the United Arab Emirates for the upgrade of Interactive Voice Response system (IVR).

The company's IVR system is an advanced solution that enables efficient communication between callers and businesses through automated menus. The system guides users via button selection or voice control, which facilitates the management of cases such as balance reconciliation, payments and answers to frequently asked questions. This results in increased customer satisfaction, improved service and more efficient use of resources.

SDS's innovative power, robust technology platform and proven track record of delivering business-critical solutions to operators have been instrumental in the client's decision.

"We view it as a strong confirmation of our position as a leading supplier when our long-term customers choose to renew their trust in SDS. By offering solutions that promote both efficiency and revenue growth, we contribute to our customers' continued success," says Martin Schedin, CEO of SDS.

The project's revenues will be recognized on an ongoing basis as the delivery progresses. The agreement marks a significant step towards SDS's goal that recurring revenues will cover the company's operating costs, which will be significantly reduced during 2025. When this goal is achieved, all new sales of licenses and product implementations will have an immediate positive effect on the bottom line.

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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 250 employees in Sweden, France, 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 retailers of digital products, more than 1100 million consumers are indirectly served globally.

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