

Press Release

May 11, 2023

Seamless Distribution Systems welcomes Eddy Cojulun as new CEO

Seamless Distribution Systems is pleased to announce that Eddy Cojulun has been appointed as the company's new CEO. Eddy has more than 25 years of experience in technology and telecom, among other things, as an entrepreneur who has started, built, and sold telecom-focused software companies, including ICON Americas which was sold to Ericsson in 2015. Eddy has also worked as a CIO at Telefonica in El Salvador and as a global head of sales and delivery of IT software development at Ericsson. In recent years, Eddy has served as a Chief Sales Officer at Envirotainer until the company was successfully sold new owners after a period of strong growth.

Eddy will assume his new position on June 1, 2023. The board looks forward to Eddy leading Seamless Distribution Systems in the next phase of profitable growth. Eddy commented on his new role, saying: "I am honoured to have been appointed as CEO of Seamless Distribution Systems and look forward to working with a fantastic team that has an impressive history of innovation and growth in a sector that I am familiar with. I am particularly excited to lead the company into a new era of productization and standardization, where I am confident, I can contribute to the company's growth and profitability."

In connection with his appointment, Eddy has also agreed to purchase 250,000 shares from larger existing shareholders at a price of 9.50 SEK.

Eddy takes over from Martin Schedin, who is stepping down after one year of service as interim CEO. Martin has been a valuable asset to Seamless Distribution Systems. The board of Seamless Distribution Systems thanks Martin for his dedicated service as interim CEO. Martin will continue in his role as CFO of the company, which he has held concurrently with the interim CEO role for one year.

With the appointment, Eddy also renounces the nomination to the company's board.

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This information is the information that Seamless Distribution Systems AB (publ) is required to disclose under the EU Market Abuse Regulation. The information was submitted for publication through the agency of the above contact person on May 11, 2023, at. 20:30 CEST.

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 288 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 Nasdaq First North Premier.

The company's Certified Adviser is FNCA Sweden AB, info@fnca.se