

Press Release

February 12, 2024

Seamless Distribution Systems AB (SDS) and Emida Technologies join forces to expand throughout Latin America.

Seamless Distribution Systems AB (SDS) and Emida Technologies, two major global telecom sales and distribution leaders, proudly announce a strategic partnership in Latin America. This collaboration marks a significant milestone for both companies as they join forces to impact the regional markets profoundly.

While traditionally considered competitors, being two major players in the Global industry, the collaboration recognizes that their unique strengths complement each other exceptionally well, opening new doors for growth and success. The combined expertise of the two companies will empower telcos in Latin America to accelerate their digital transformation journey by optimizing operations and leveraging cutting-edge analytics, turning their sales and distribution into a revenue-generating engine.

SDS brings over 30 years of invaluable experience in digitizing telecom sales and distribution for telcos across the globe. With a track record of serving over 70 customers and enabling over 15 billion USD transactions on their systems, the company has been a driving force in accelerating the digital transformation of telecommunications businesses worldwide. Emida's 20 years of experience in the Latin American market will complement this with invaluable insights and strategic direction.

Eddy Cojulun CEO of SDS, and Christian Castaneda from EMIDA, expressed their excitement about the partnership. They are confident that this collaboration is a pivotal step towards achieving joint objectives and making a lasting impact in the region. They are confident that their combined strengths will create unparalleled value for their customers and drive the digital transformation of telecom businesses in Latin America.

This partnership underscores both companies' commitment to fostering growth, innovation, and customer satisfaction across their customer base. As they join hands

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to navigate the challenges and opportunities in the Latin American market, they are poised to redefine the landscape of telecom sales and distribution in the region.

Emida Technologies is a global fintech leader that fosters financial inclusion for millions of underbanked individuals worldwide. Emidas extensive retail network spans 36 countries, reaching users through neighborhood bodegas, chain stores, and various outlets. With over 50,000 points of sale, Emida provide cash-on-ramp solutions to over 3 million users monthly. With over 20 years of experience, Emida offers cost-effective and customizable SaaS platforms tailored for telcos, master distributors, MSMEs, and sales teams.

For more information contact:

Martin Schedin

Chief Financial Officer

+46 70 438 14 42

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 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 Nordic SME at the Nordic Growth Market