

**Press Release**

**August 26, 2022**

**SDS Group receives a breakthrough order worth SEK 10 million from Strategy&, part of the PwC network, servicing a leading operator in Saudi Arabia.**

**Seamless Distribution Systems AB (SDS) has received a breakthrough order worth SEK 10 million from a new partner, Strategy&, part of the PwC network, for the 5G deployment within a new telecom operator group in Saudi Arabia. The deal covers the big data analytics product Smart Capex from the SDS subsidiary Riaktr, that allows operators to optimize their capex allocation based on return-on-investment calculations (ROI) leveraging multiple internal and external data sources enhanced by advanced analytics and machine learning.**

*"This is the first order from that operator group, and we are going to deliver it in partnership with a leading company – Strategy&, part of the PwC network. This contract is focused on the optimization of the operators 5G capex spend which is the most critical topic for telecom operators at the moment. This is our largest Smart Capex deal to date and hence a huge strategic and commercial milestone for SDS/Riaktr where we establish ourselves as a leader of the growing Smart Capex market" says Martin Schedin, CEO of SDS Group.*

Smart Capex is an analytical tool that optimizes investments in infrastructure, such as base stations for 4G and 5G as well as fiber networks. Smart Capex takes advantage of existing internal and external Big Data sources and Riaktr's advanced optimization algorithms, allowing for a more efficient Capex allocation as well as post implementation review and learning, which all contribute to increase overall operator competitiveness.

Furthermore, the Smart Capex product centralizes all relevant information and removes the need for multiple processes and tools within different departments of the operator. The output generates granular investment recommendations based on advanced optimization and clustering algorithms. The product can easily and quickly perform sensitivity analyses and scenario testing. The process is open to non-technical experts and hence, remove silos between departments. Smart Capex is a product that makes SDS relevant for all types of operators, not only in developing markets.

# Seamless

Distribution Systems

Delivery of this order will begin in the third quarter of 2022 when the majority of the revenue from the order is also expected to be realized. SDS can expect annual recurring revenue in the same size as this order as long as the operator uses the Smart Capex product.

**For more information contact:**

Martin Schedin

Chief Financial Officer

+46 70 438 14 42

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

This information is such information that Seamless Distribution Systems AB (publ) is required to disclose in accordance with the EU Market Abuse Regulation. The information was submitted for publication through the agency of the above contact person on August 26, 2022 at 12:00 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 also implemented solutions in advanced analytics and Retail Value Management and fintech, where these products have succeeded, they are transformed into so-called SaaS solutions.

SDS has approximately 320 employees in Sweden, France, Belgium, Romania, South Africa, Ghana, Nigeria, United Arab Emirates, Pakistan, India, and Indonesia.

SDS systems handles more than 15 billion transactions worth over USD 14 billion annually. Via over 3 million monthly active resellers of digital products, more than 1100 million consumers are indirectly served globally.

SDS share is listed on Nasdaq First North Premier.

The company's Certified Adviser is FNCA Sweden AB, phone 08-528 00 399.  
[info@fnca.se](mailto:info@fnca.se)