

## Seamless Secures Strategic Consultancy Contract in Northern Africa

Seamless Distribution Systems (SDS) is pleased to announce it has entered into a strategic consultancy and advisory agreement with a prominent new customer in Northern Africa with an initial contract value of 4 million Swedish kronor (SEK). This contract represents a shift in how Seamless engages with its global clientele, moving toward a partner-led advisory model that precedes and enhances technical implementation.

The engagement focuses on a comprehensive transformation of the customer's sales and distribution channels at the grassroots level. By leveraging Seamless's deep industry expertise, the project aims to optimize local market penetration and efficiency. A core delivery of the contract is the development of a robust product roadmap for 2026, ensuring the customer's Sales & Distribution (S&D) platform remains at the forefront of technological innovation and market demands.

Martin Schedin, CEO of Seamless, comments:

"This is a new type of deal for the company, where our newly established consulting team works hand-in-hand with the customer to identify a new roadmap for their Sales & Distribution platform. This approach indicates that we can have more fruitful discussions that lead to significant benefits for both our clients and Seamless. By being involved at the strategic planning stage, we ensure that our technology and the customer's business goals are perfectly aligned from day one."

This order marks another clear step in SDS's transformation into a lean, operationally leveraged and strongly profitable company. Following a major cost optimization process in 2025-where SDS implemented substantial restructuring and recognized related one-off charges that hampered the bottom-line result -the company enters 2026 with a fundamentally improved earnings profile. Recurring revenues for customer support now covers the total operating costs of the company, meaning that new license sales and implementations translate straight into earnings and cash flow. With this structure, every additional new deal has an immediate and meaningful impact on the bottom line.

"Now we have already secured Earnings Before Taxes (EBT) for the full-year of 10-12 MSEK, and the full-year EBT outlook for 2026 is confirmed to be at 45 MSEK to 55 MSEK based on the historical order inflow of new product licenses over the past five years. With our significantly lower cost base and higher

operating leverage, each new contract materially strengthens earnings and cash flow," says Martin Schedin.

The project's revenues will be recognized on an ongoing basis as the delivery progresses.

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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 voice 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 transformed into so-called SaaS solutions for the telecom operator.*

*SDS has approximately 185 employees in Sweden, South Africa, Algeria, 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 1 100 million consumers are indirectly served globally.*

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