

Seamless Distribution Systems Announces a Multi-Year Contract Renewal with Leading Middle Eastern Telecom Operator

Seamless Distribution Systems AB (SDS), a global leader in Retail Value Management, is pleased to announce the renewal of a strategic partnership with one of its key customers in the Middle East. The contract extension, over a five-year term, underscores the continued trust and successful collaboration between the two organizations.

Under the terms of the renewed agreement, Seamless Distribution Systems will continue to provide its cutting-edge Retail Value Management Suite of products, enabling the customer to further optimize their sales operations and drive regional growth through 2030.

"We are honored to extend our partnership with such a visionary organization in the Middle East," said Martin Schedin, CEO of Seamless Distribution Systems AB. "This commitment is a testament to the tangible value our solutions have delivered over the years. As the region continues its rapid digital transformation, we remain dedicated to providing the innovation and localized support necessary for our partners to thrive in a competitive landscape"

The renewal follows a period of significant achievement, during which the customer utilized SDS's technology to automate its complex distribution management system and fully rely on digitalising the entire retail value chain. The next five years will focus on scaling these capabilities and integrating advanced AI and Analytics to further enhance performance.

This partnership reinforces SDS's expanding footprint in the Middle East, a region that remains a core pillar of the company's global growth strategy.

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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 200 employees in Sweden, France, Belgium, 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 digital product resellers, it indirectly serves more than 1100 million consumers globally.

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