

Press Release

May 9, 2019

Seamless has received a significant order from a new customer in Southern Africa, worth 7 million SEK

Seamless Distribution Systems AB (SDS) has received an initial order from the leading operator in Eswatini (former Swaziland) for a value of 7 million SEK for the delivery of its digital distribution system. Through this order, Seamless continues to strengthen its presence in Southern Africa.

This order includes the installation of a system for digital distribution and sale of electronic vouchers. The central part of the delivery is SDS proprietary transaction switch ERS 360 that manages digital accounts, transactions and supports a variety of technologies to enable communication with sales agents and managing the commissions and incentives for retailers.

The mobile operator's goal for this investment is to enable market growth with a higher degree of digitalization for its distribution and sales efforts. It is now the fourth time in six months where Seamless has replaced competing platforms and thereby expanded its market share.

Project delivery begins immediately and Seamless plans to complete the project before the end of the second quarter of 2019. Revenues are expected to come in the second quarter of 2019.

“After a comparatively weak order intake at the beginning of the year, we are proud and happy to be able to communicate the closure of yet another deal which is the result of our long-term investment made with the aim of maximizing the customers' business benefits. With this deal, we are expanding the customer base from East and West Africa towards the southern regions of Africa. The deal is an acknowledgment that invested capital in Seamless basic system ERS 360 gives our customers a direct return of investment. When customers choose to buy our additional services, such as precision marketing and sales optimization solutions, their market competitiveness increases along with their sales with continuous return of investment. We again prove that we have a strong position in Africa and an ability to continue to grow,” says Tommy Eriksson, CEO of Seamless.

The project with the customer in Eswatini is a first step and provides the foundation for future collaboration where one can expect the customer to expand the systems with additional features and functionality like managed operations that Seamless delivers on a yearly basis serving both the technical and administrative operations of the ERS 360 system.

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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 9, 2019 at. 14.00 CEST.

About Seamless Distribution Systems AB (SDS)

SDS is a Swedish software company with solutions for electronic distribution of services to private consumers through mobile operators in emerging countries. The company offers its corporate customers a comprehensive solution for digital transactions. The company has customers in all parts of the world that reach over 300 million mobile users through more than 1,000,000 active point-of-sales. SDS has approximately 150 employees in Sweden, Belgium, Ghana, Nigeria, USA, Pakistan, India, South Africa, Ecuador and the United Arab Emirates. With over 18 years of experience, SDS focuses on high level of customer satisfaction and effective development. SDS manages over 5.3 billion transactions annually and enables the growing population of emerging countries to become part of the mobile revolution.

SDS shares are listed on Nasdaq First North Premier.

The company's Certified Adviser is FNCA Sweden AB, telephone number 08-528 00 399.
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