

Press Release

September 19, 2023

SDS Group receives a strategic order for a new product from an operator in Benin.

SDS Group, a leading provider of innovative telecommunications solutions, is excited to announce a significant milestone in its expansion efforts with the receipt of a strategic order worth SEK 1,5 million for a new product, "SCC – Smart Campaign and Commissions" in the market of Benin. The order value contains an installation phase as well as one year license to use the product.

This milestone marks the first time SDS Group is introducing this product to the market, signifying a pivotal moment where the company's investments are set to pay off.

The strategic order received by SDS Group is set to revolutionize the telecommunications landscape in Benin. With a focus on optimizing commissions for operators, this new product will generate substantial gains, as commissions constitute one of the highest expenditures for operators in the region.

One of the key features that sets this new product apart is its innovative pricing model – a recurring license. This approach ensures that operators in Benin can benefit from long-term cost savings while maximizing their revenue potential. SDS Group's commitment to delivering value-added solutions aligns perfectly with the needs of the local telecommunications industry, where optimizing costs and enhancing revenue streams are paramount.

"We are thrilled to introduce this game-changing product to the Benin market. Our team has worked tirelessly to develop a solution that not only addresses the challenges operators face but also paves the way for sustainable growth. This order represents a significant step forward for SDS Group and reaffirms our dedication to innovation and customer-centric solutions.", says Eddy Cojulun, CEO of SDS.

SDS Group has a proven track record of providing cutting-edge telecommunications solutions to operators worldwide, and this strategic order in Benin further underscores the company's commitment to delivering excellence in the industry.

Revenue from this order will be taken during the remaining if the year and the yearly recurring license will be taken for as long as the customer uses the product.

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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 288 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.
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