

**Press Release**

**September 30, 2022**

## **SDS wins breakthrough order from Sudatel Group worth SEK 25 million**

**Seamless Distribution Systems (SDS) secures a major deal to become the strategic technology provider of Sudatel Group, who has operations in Senegal, Mauritania and Sudan. The order is for the entire SDS' Retail Value Management (RVM) suite including advanced analytics. This is the biggest deal in SDS history.**

*"We are very pleased to have won groundbreaking order to install our Retail Value Management suite across three markets at once, empowering Sudatel group to boost sales through a combination of digitization and enhanced analytics applied to key sales and distribution processes. This order is also a first step towards establishing a long-term relationship with the Sudatel group. We also see this order as great testimony to our strategy of growing within operator groups by adding new markets and products after an initial first application in one market. This order is also proof of our ability to create cross selling opportunities from our acquisitions as it includes modules from both the old SDS and Riaktr" says SDS CEO Martin Schedin.*

The agreement means that SDS becomes a strategic partner of Sudatel Group in its mission to drive growth through digitized sales and distribution. SDS's innovative RVM suite includes Distribution Management of Digital and Physical Products, Order & Payment fulfilment within the sales and distribution chain, Route & On-field Tracking of sales and service staff, Incentive Management, Digital Customer Onboarding through Omni-channel, as well as Business Intelligence Modules including advanced AI driven analytics allowing to maximize Sudatel's value creation through a well-managed sales channel.

The order covering the installation of the Retail Value Management suite is worth SEK 25 million which will be taken as revenue in the coming quarters. Additional orders for the implementation of the project will come from the local operators. Once the project is live Sudatel will annually place an order for support in the range of 25% of the installed value.

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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 implemented solutions in fintech, advanced analysis and retail value management, and where these solutions have succeeded, they are transformed into so-called SaaS solutions.

Following the acquisition of Riaktr, SDS has approximately 300 employees in Sweden, France, Belgium, Romania, South Africa, Ghana, Nigeria, Ivory Coast, United Arab Emirates, Pakistan, India and Indonesia.

Following the acquisition of Riaktr, SDS will annually handle more than 15 billion transactions worth over USD 14 billion. Via over 3 million monthly active resellers of digital products, more than 700 million consumers are served globally.

SDS share is listed on Nasdaq First North Premier.

The company's Certified Adviser is FNCA Sweden AB, [info@fnca.se](mailto:info@fnca.se).