

**Press Release**

**December 10, 2018**

## **Seamless wins strategic order from a mobile operator in Rwanda, worth SEK 5 million**

**Seamless Distribution Systems AB (SDS) has received an initial order from Rwanda's leading operator valued to SEK 5 million for delivering its system that handles digital distribution.**

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 includes digital accounts, transaction management, support for a variety of technologies to communicate with sales agents, as well as business logic for managing the commission and incentives for retailers.

The mobile operator's goal for this investment is to enable market growth to its over four million mobile subscribers with a higher degree of digitalization for its distribution and sales efforts. Seamless continues to expand its dominant position in the market with this being the third significant opportunity within the last 6 months where Seamless platform is chosen over its competitors.

Delivery begins immediately and SDS plans to complete the project part of the order before the end of the second quarter of next year. Revenues are expected to arrive in first and the second quarter of 2019.

"I am pleased to see that our strategy of long-term investment in product development has once again helped us to maximize our business opportunities. This order reaffirms the commitment and trust that our customers place in our platform and technologies for realization of their sales objectives. Our presence in Africa is now even more strengthened and this order will enhance our ability to grow further" says Tommy Eriksson, CEO of Seamless.

This order is a first step of a commitment from the customer and provides the basis for a future collaboration where one expects to expand the system with more features as well as additional orders for services, mainly the managed operations service that SDS delivers on a yearly basis serving the technical and administrative operations of the ERS 360 solution.

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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 on December 10, 2018 at 10.00 CET.

### **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 28 markets that reach over 300 million mobile consumers through more than 700,000 active retailers. SDS has about 130 employees in Sweden, Belgium, Ghana, USA, Pakistan, India, Ecuador and the United Arab Emirates. With over 17 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 share is listed on NASDAQ First North Premier.

The company's Certified Adviser is Mangold Fondkommission AB, telephone number +46 8-5030 1550.