

**Press Release**

**September 21, 2020**

**Breakthrough order of SEK 7.5 million from one of the world's largest telecom groups**

**Seamless Distribution Systems (SDS) has received a breakthrough order worth SEK 7.5 million from one of the world's largest telecom operator groups. The order was received through SDS's Kenyan partner, Baran Telecom Networks, and involves the delivery of a full-scale supply chain solution. The order is the first from this client and means, besides expanding into a new market with many future opportunities, that SDS significantly strengthens its client base and product portfolio.**

*"This is a strategic milestone for us as we begin our engagement with one of the world's largest telecom operator groups. The value and adaptability of our products continue to be proven by the wide range of operators who see the advantages of SDS products. We look forward to establishing a long-term relationship with this esteemed telecom operator group,"* says Tommy Eriksson, CEO of SDS AB Group.

SDS will implement a state-of-the-art, full-scale version of the SFO "Sales Force Optimization" product suite at the client. It will enable the telecom operator to control, monitor, and optimize the entire sales and distribution chain for a complete range of physical and digital products. The platform incorporates machine learning and predictive analytics to continuously improve forecasting for supply chain optimization. As a result, the telecom operator gains the benefits of cost and process efficiencies across their entire distribution chain, as well as optimize working capital tied up in distribution.

The partnership represents an important expansion of SDS' client base as well as strengthening the product suite for the telecom domain. Revenue from this order is expected to be recognized from the third quarter 2020 and onwards and we are looking forward towards to further recurring revenues over years to come.

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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 September 21, 2020 at 08:45 CEST.

**About Seamless Distribution Systems AB (SDS)**

*SDS is a Swedish software company group that provides solutions and services for digital sales and distribution to private consumers through mobile operators in emerging countries. The company offers its corporate customers a comprehensive solution for digital distribution and electronic transactions processing. SDS acquired eServGlobal in July 2019. The SDS Group now has customers in all parts of the world, with a footprint in more than 50 countries, reaching over 500 million mobile users through more than 2,000,000 active point-of-sales. SDS has approximately 220 employees in Sweden, France, Romania, Belgium, Ghana, Nigeria, USA, Pakistan, India, Indonesia, South Africa, Ecuador and the United Arab Emirates. With over 30 years of experience, SDS focuses on high-level customer satisfaction and efficient operations. SDS manages over 15 billion transactions annually, worth more than 14 billion US Dollars and enables the growing population of emerging countries to become part of the mobile revolution.*

*SDS shares are listed on Nasdaq First North Premier.*

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