



Press Release

20 February 2020

## MTN Rwanda & Seamless Distribution Systems partner to digitize airtime top up

This month, MTN Rwanda announced a crucial milestone in their path to digitalisation; on 15 February 2020, the distribution of physical airtime vouchers was successfully phased out in favour of a fully digital solution.

Norman Munyampundu, Chief Sales & Distribution Officer at MTN Rwanda commented on the transition: *“This great milestone has been achieved as a result of deploying an Electronic Recharge Services platform that has greatly contributed to the increase of virtual top-up. We at MTN Rwanda are excited about this great achievement and are happy with Seamless for their great contribution to this exciting journey as we phase out scratch cards and go fully digital.”*

The shift was made possible due to the robust backend platform that handles digital distribution. The Electronic Recharge Services platform used and managed by MTN Rwanda was developed by Seamless Distribution Systems AB (SDS), and handles both functional and strategic features of the digital distribution chain.

*“SDS and MTN Rwanda enjoy a prosperous and strong business partnership which shows great potential. SDS has been an integral part of MTN Rwanda’s journey to digitalisation, facilitating their mission to continue pioneering a sustainable and digital future for Rwanda,”* said Tommy Eriksson, Chief Executive Officer of SDS.

*“Achieving a cashless, truly digital society in Rwanda is a top priority for us. Solutions such as the Electronic Recharge Services platform and Mobile Money are key to accelerating digital transformation and boosting environmentally conscious socio-economic growth,”* stated Mitwa Ng’ambi, CEO of MTN Rwanda.

Harnessing digitalisation to boost revenue and grow local economies remains key for MTN Rwanda, who continue to take the lead in championing digital transformation for social good. MTN Rwanda and SDS are proud of the progress they have been able to achieve in the Rwandan market and look forward to continued success with the fully digital solution.



For more information contact:

Martin Schedin

Chief Financial Officer

+46 70 438 14 42

[martin.schedin@seamless.se](mailto:martin.schedin@seamless.se)

### **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 12 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.*

*The company's Certified Adviser is FNCA Sweden AB, phone number 08-528 00 399, email: [info@fnca.se](mailto:info@fnca.se)*

### **About MTN Rwanda:**

*MTN Rwanda is the market leader in the mobile telecommunications industry in Rwanda. Since 1998, MTN Rwanda has continuously invested in expanding and modernizing its network and is now proudly Rwanda's No 1 Internet Network. MTN Rwanda offers superior services to its subscriber base, including innovative propositions such as personalized voice and data offers with MTN Irekure. The company is also the front runner in Mobile Financial Services in Rwanda with Mobile Money, MoMoPay and MoKash Loans and Savings.*