

**Press Release**

**May 25, 2023**

## **SDS AB wins an order for a new product "my next POS" in Benin worth 0.8 million SEK**

SDS AB, a leading global provider of technology solutions for telecom operators, announced today that they have won a significant order for their latest product, "my next POS", addressing a crucial strategic question: where should my point of sales be located? The product enables companies to optimize the placement of their point of sales and maximize their profitability, based on advanced data analytics of customer behavior and sociodemographic factors.

This new product has a broad market potential and can be used in both mature and emerging markets, both as a combination with the company's product "Smart sales and distribution", as well as stand alone. SDS AB has invested in integrating the latest machine learning technology to continuously forecast and optimize the return on investment for a point of sale and provide their customers with a competitive advantage in the market.

"We are incredibly pleased to win this order for our new product in Benin. This is a significant milestone for us and reaffirms our commitment to offering innovative and competitive solutions to our customers," says Martin Schedin, interim CEO at SDS AB. "By combining our expertise in technology and data-driven analysis, we can provide companies with a unique opportunity to optimize their sales strategy and maximize their results."

The new product will complement SDS AB's existing portfolio of technology solutions and is expected to meet a high demand in the market. The company has already received a substantial number of inquiries from potential customers eager to benefit from this ground-breaking solution.

SDS AB looks forward to continuing to deliver innovative solutions and strengthening its partnerships with businesses worldwide. This new product will contribute to enhancing the company's position as a reliable provider of technology solutions that optimize business processes and drive success.

The revenue will be recognized during the second and third quarters, and once the order is installed, the customer will pay for ongoing support.

### **For more information contact:**

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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.

The SDS share is listed on Nasdaq First North Premier.

The company's Certified Adviser is FNCA Sweden AB.  
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