

**Press Release**

**May 18, 2022**

## **SDS Group receives a strategic order for advanced analytics from an operator in Senegal**

**Seamless Distribution Systems AB (SDS) has through its subsidiary Riaktr received an order worth SEK 1.1 million from a leading mobile operator in Senegal.**

*- "It is gratifying that Riaktr continues to enter new markets and customers. We have high expectations that Riaktr will continue to develop while at the same time we see great synergies between Riaktr's and SDS products and expertise", says Mats Victorin, CEO of SDS.*

The project covers the Smart S&D product that allows the mobile operator to manage its sales distribution channels efficiently with the help of advanced analytics and AI through a very simple and user-friendly interface.

The product enables the operators' sales and distribution teams to take the best actions at the right place and time every day, based on real-time insights, generating increased sales force productivity and revenues.

The order consists of an installation order of SEK 1.1 million and an annual recurring revenue of approximately SEK 1.1 million which will be recognized as revenue on an ongoing basis as long as the customer uses Riaktr's product.

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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 320 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.

SDS share is listed on Nasdaq First North Premier.

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