

Press release

March 28, 2022

SDS Group receives an order worth 2.7 MSEK from one of the world's largest telecom groups in Asia Pacific

Seamless Distribution Systems (SDS) has received a strategic additional order valued at 2.7 MSEK from one of the leading telecom operators in Pakistan, for the SDS "Smart Campaigns and Commissions" (SCC) solution, part of SDS Retail Value Management (RVM) suite. The local operator is part of a leading international mobile operator group that SDS received its first breakthrough orders from in 2021. This new order yet again demonstrates the continued trust shown to SDS.

This order involves delivery and deployment of the SCC as part of the SDS RVM-suite, based on the latest Microservices technology. Handling incentives and commissions represent a significant cost to Mobile Network Operators, and it is vitally important to leverage fully on this investment. With SCC, the operator will achieve sales growth and expand their retail footprint across the region by automating the disbursement of incentives and commissions across their retail sales and launch dynamic sales campaigns for revenue growth. The order is for Seamless to replace the operator's existing campaign management system and to facilitate the digitization of the client's Sales & Distribution channel.

With this order SDS further extends its product suite delivery to a telecom operator which is a key player in the telecom industry and Asia Pacific, thus representing yet another major strategic and commercial milestone for SDS. It further paves the way for SDS to firmly establish itself in the South Asian market.

"This order is one more important step in establishing a long-term relationship with a reputed operator in the region. It is encouraging to see that global mobile operators are choosing SDS as a trusted partner and forming a strategic alliance with us for fast and reliable solutions. This not only strengthens our presence in the region but also equips SDS with the right capabilities to grow further" - says Mats Victorin, CEO at Seamless Distribution Systems (SDS).

Delivery of this order will begin during the first quarter of 2022, which is also when the revenue from the order is expected to be realized.

For more information contact:

Martin Schedin

Chief Financial Officer

+46 70 438 14 42

martin.schedin@seamless.se

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 implemented solutions in fintech, advanced analysis and Retail Value Management, and where these solutions 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 handle 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 company's Certified Adviser is FNCA Sweden AB, phone 08-528 00 399.
info@fnca.se