

Press Release

December 14, 2021

Seamless Distribution Systems appoints Mats Victorin as new President and CEO

The Board of Directors of Seamless Distribution Systems AB (publ) has today signed an agreement with Tommy Eriksson, who will leave the company after ten years and as its CEO and President during the last four years. At the same time, the Board of Directors has appointed Mats Victorin as the new CEO and President as part of the company's next phase. Mats Victorin will start immediately.

"The last years have been characterized by significant growth, and the markets we operate in has been through many changes. Seamless has completed a number of acquisitions at the same time as the company has expanded into new markets. These efforts led by Tommy Eriksson have created a strong platform for growth. In order to enable the next step in this growth journey the Board has identified the need for new leadership and has decided that it's time to implement this change for the company." says Leif Frykman, Chairman of the Board Seamless.

"Mats Victorin has solid experience from leading positions in the telecom and IT industry, including companies like Ericsson and Tilgin. Examples of roles he has had are as head of Global sales and marketing and CEO of a listed company. Mats is an experienced leader with deep industry knowledge, and he has also been responsible for mergers and acquisitions. He has a strong drive and experience in creating growth and results, which will be important assets for Seamless's continued development. We welcome Mats as the new CEO ", says Leif Frykman, Chairman of the Board of Seamless.

For further information, please contact Leif Frykman, Chairman of the board of Seamless, mobile number+46 76 324 53 38

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 December 14, 2021 at. 20:00 CET.

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.

Following the acquisition of Riaktr, SDS has approximately 300 employees in Sweden, France, Belgium, Romania, South Africa, Ghana, Nigeria, Ivory Coast, United Arab Emirates, Pakistan, India and Indonesia.

Following the acquisition of Riaktr, SDS will annually handle more than 15 billion transactions worth over USD 14 billion. Via over 3 million monthly active resellers of digital products, more than 650 million consumers are served globally.

The company's Certified Adviser is FNCA Sweden AB, phone 08-528 00 399.
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