

Press Release

November 14, 2018

Seamless receives a major order worth 20 million SEK from a mobile operator in Nigeria, Africa's largest market.

Seamless Distribution Systems AB (SDS) has received an initial order of 20 million SEK from a mobile operator in Nigeria. In the African continent Nigeria is the largest country with its 197 million inhabitants and with over 165 million mobile subscribers.

This order includes the installation of a system for digital distribution and sale of electronic prepaid recharge value. The central part of the delivery is SDS proprietary transaction switch ERS 360 that handles digital value accounts, electronic transactions and supports a variety of technologies to enable communication with sales agents, as well as managing the commissions and incentives for retailers.

This order marks the result of a two-year long engagement where SDS has been working together with the mobile operator. The mobile operator's goal with this investment is to drive growth in the market, by reaching a higher degree of digitalization for its distribution and sales processes.

SDS is already collaborating with another mobile operator in Nigeria and with this order will facilitate distribution and sales services to more than 100 million mobile subscribers in Nigeria alone.

The mobile operator expects, according to its own forecasts, to realize a full return on investment within a few months after the planned service launch in 2019, this is highlighting the efficiency and business opportunities that can be created with the SDS system ERS 360.

Delivery will begin immediately and SDS plans to complete the project before the end of the second quarter of next year. Revenues for SDS are expected to start already in 2018, but with the largest portion of the revenues coming in 2019. This order, together with other customer orders recently announced, provides the company with a good foundation to developing new business in the long run.

"We are proud and happy to announce that our hard work in the last two years has been concluded with this significant deal, in a new customer and a strategic business partnership. It is extremely positive that within the period of one month we have received orders for systems and solutions that will handle digital distribution and sales to 120 million mobile users, for two of the biggest markets in the African continent. This new order, together with the previously announced order for Ethiopia, is equivalent in size to about 25% of all mobile users in Europe. These orders prove and reinforce that we have a strong position in the market and an ability to continue our growth in Africa and elsewhere" says Tommy Eriksson, CEO of Seamless Distribution Systems.

The project with the customer in Nigeria is a first step and provides the foundation for future further collaboration with the operator. We have reason to expect that the customer will expand the systems with additional features and functionalities, as well as service functions such as the "managed operations" that SDS can deliver. Managed operation means that SDS is handling both the technical and the administrative operations related to the system.

For more information contact:

Martin Schedin

Chief Financial Officer

+46 70 438 14 42

martin.schedin@seamless.se

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 on November 14, 2018 at. 13:00 CET.

About Seamless Distribution Systems AB (SDS)

SDS is a Swedish software company with solutions for electronic distribution of services to private consumers through mobile operators in emerging countries. The company offers its corporate customers a comprehensive solution for digital transactions. The company has customers in 28 markets that reach over 200 million mobile consumers through more than 700,000 retailers. SDS has about 130 employees in Sweden, Belgium, Ghana, USA, Pakistan, India, Ecuador and the United Arab Emirates. With over 16 years of experience, SDS focuses on high level of customer satisfaction and effective development. SDS manages over 5.3 billion transactions annually and enables the growing population of emerging countries to become part of the mobile revolution.

SDS share is listed on NASDAQ First North Premier.

The company's Certified Adviser is Mangold Fondkommission AB, telephone number +46 8-5030 1550.