# **SEAMLESS**

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# Thailand's largest mobile operator joins Seamless distribution hub for prepaid e-Top Up

7eleven offers electronic Top Up of mobile phones to 6 million daily customers through the Seamless ERS 360° system. For the distributor Gosoft, who is the service provider to 7eleven, this breakthrough will significantly increase volumes. The ERS 360° system has been upgraded to both handle the higher amount of transactions and an enhanced reseller network.

The successful upgrade was celebrated with champagne bottles being opened simultaneously at Gosoft in Bangkok and at Seamless head office in Stockholm.

"Seamless promised us a Platinum upgrade but we actually got performance way beyond that. This was a rather complicated upgrade with a lot of new functionalities being added and replaced so of course we encountered troubles during the process. The smooth way the Seamless team solved them was truly impressive" says Kosa Pongsupath, Vice President at Gosoft.

More than 5.000 7eleven stores all over Thailand are today connected to the ERS 360° hub and more stores are added every month. The ever denser network of outlets offers people convenient access to reliable Top Up of their mobile phones.



"Running a large and sensitive upgrade project like this is a challenge even with our precise project plans" says Devika Sehgal, VP Sales Asia at Seamless and as account manager responsible for the upgrade towards Gosoft. "I'm so happy with my team that owns such knowledge and experience that whatever challenges that came up, they were solved without disturbing the service towards end customers. I think a large onus of the successful upgrade originates from the very professional and cooperative staff of Gosoft" finishes Devika Sehgal and enjoys another sip of champagne.

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### **About Seamless:**

Seamless is a software company specialized in solutions for prepaid Top Up, m-Payments and Money Transfer through mobile phones.

The software platform **ERS 360°** connects Mobile Operators to Retail Chains, Banks, Web portals, Remitters etc. as a hub for transactions. It seamlessly interfaces to business systems, to a multitude of cash registers and terminals in a secure and scalable solution.

The Mobile Money Transfer system **The Mollet** $^{\text{TM}}$  is a Mobile Wallet = mollet. A mollet in the mobile facilitates transfer of money to any other mobile phone or to a store. Cash is carried safely in a mollet, cash deposit and withdrawal is easy with a mollet, it can replace both cash and cards.

The Top Up range consists of **GoHandset** that enables Top Up reselling using a mobile phone as terminal, of **GoBanking** that offers bank customers easy Top Up and banking services through the mobile phone and of **GoShopping** that let for example Convenience Store Chains introduce efficient selling of airtime.

**The VAS suite** from Seamless let subscribers benefit from Value Added Services through self-serve access. Examples are Peer-to-peer Airtime Transfer to let people send airtime to each other and Subscriber-campaigns that allow users to take part of special offerings from their operator by sending an SMS.

Seamless has deployed e-Top Up and M-commerce solutions for more than 40 mobile operators in 18 countries, across four continents. The company is a Global Partner of both Ericsson and Sagem Orga. The company headquarter is in Stockholm, Sweden with sales offices in India and South Africa as well as a support centre in India. Seamless was founded in 2001 and the share is traded at NASDAQOMX First North since May 30th, 2006.

www.seamless.se