

Press Release

September 8, 2021

## **SDS wins breakthrough Software-as-a-Service (SaaS) order from Vodafone**

**Seamless Distribution Systems (SDS) secures a major deal to become the strategic technology provider of Vodafone Oman, part of one of the world's largest telecom groups. The order is for Vodafone's launch of operations in Oman as a greenfield operator and includes a SaaS offering of SDS' Retail Value Management (RVM) suite. The signed three-year SaaS agreement can render recurring revenues of up to approximately 10-15% of SDS's current support revenue if Vodafone Oman reaches their target market penetration during the contract period.**

*"We are very pleased to have won not just the order but the confidence of one of the world's largest operator groups. It is very gratifying that Vodafone has chosen major parts of SDS's product offering using a SaaS model. This is a very important step in our strategy towards increased recurring revenues. This order is also a first step towards establishing a long-term relationship with the world-renowned operator and enables a strong value proposition and market presence. It also ensures a robust offering of our Retail Value Management suite in the global telecom domain, says SDS CEO Tommy Eriksson.*

The agreement means that SDS becomes a strategic partner of Vodafone Oman in its mission to digitize Vodafone's operations and customer interactions. Through SDS's innovative technology offered as a SaaS solution will enable Vodafone a faster and more effective reach to the market. A complete suite of RVM has been offered to ensure a holistic and seamless digital experience. This includes Distribution Chain Management, Digital and Physical Product Management, Order & Payment fulfilment, Route & On-field Tracking, Incentive Management, as well as Digital Customer Onboarding through Omni-channel Support and Business Intelligence Modules. Seamless will provide not just the technology but its expertise through business process consulting services to help Vodafone launch their greenfield operations in Oman.

The project is based on recurring revenues which Seamless will receive over the coming years. The development of the project began in the fourth quarter of 2020, and the delivery is planned in multiple phases during 2021. If Vodafone Oman together with SDS reaches their target market penetration, revenue from the SaaS model will increase substantially to reach up to 10-15% of SDS's current support revenues.

**For more information contact:**

Martin Schedin

Chief Financial Officer

+46 70 438 14 42

[martin.schedin@seamless.se](mailto: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.

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 700 million consumers are served globally.

The company's Certified Adviser is FNCA Sweden AB, phone 08-528 00 399.  
[info@fnca.se](mailto:info@fnca.se)