

Finland's largest burger chain introduces SEQR

Hesburger, Finland's largest burger chain, will introduce the mobile payment application SEQR to its customers. Initially SEQR will be offered as a method of payment in selected stores run by Burger-In Oy. The agreement with Hesburger makes Finland the fourth country making SEQR available to consumers.

- Hesburger is one of Finland's most respected fast food brands and we are very proud that they have chosen SEQR over other mobile payments solutions. Through SEQR, Hesburger will be able to decrease their interchange fees with 50% to traditional card companies while their customers will enjoy a smooth and safe payment method, says Peter Fredell, CEO Seamless that provides SEQR.

SEQR, developed by Seamless (OMX: SEAM), enables anybody with a smartphone to pay in stores, at restaurants, parking lots and online, transfer money at no charge, store receipts digitally and receive offers and promotions directly through one mobile app. Through the SEQR app, the user simply scans or taps a QR-code/NFC at the check-out of partnering merchants and approves the purchase by entering a PIN code.

- In Finland Hesburger is known for adopting new technologies in very early stages. We believe mobile payments will bring our customers an even faster and easier experience when visiting our restaurants in the future, without any extra costs for our customers, says Jari Vuoti, Burger-In Oy. We are always looking for ways to further improve our customers' experience, continues Vuoti

The restaurant industry has been an early adopter of mobile payments. The low transaction costs and speed offered through SEQR especially benefit industries with many transactions, a low average check and high standard of service, such as Hesburger's. The launch in Finland will initially be set up as a pilot in selected restaurants.

SEQR was launched in Sweden in 2012 and shortly became available nationwide through a quick roll out in all of Axfood's (food retail) 380 stores in less than two weeks. Today SEQR is Europe's most used mobile wallet in stores and online. In October of 2013 SEQR went live in Romania together with Garanti Bank with 400 retailers signed and 65 up and running. Most recently SEQR announced a collaboration with bpost bank and McDonald's in Belgium which will go live in the spring of 2014.

SEQR users will be able to connect SEQR to the account provider Collector for free.

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Seamless

ABOUT SEQR, by Seamless

SEQR (*se-cure*) is Sweden's and Europe's most used mobile wallet in stores and online. SEQR enables anybody with a smartphone to pay in stores, at restaurants, parking lots and online, transfer money at no charge, store receipts digitally and receive offers and promotions directly through one mobile app. Through the SEQR app, the user simply scans or taps a QR-code at check-out and approves the purchase by entering a PIN code. Fast, smooth and safe, SEQR's payment solution enables merchants to lower interchange fees significantly compared to those charged by traditional card companies. SEQR's unique transaction platform has been developed by Seamless, one of the world's largest suppliers of payment systems for mobile phones. Founded in 2001 and active in 30 countries, Seamless handles more than 3,1 billion transactions annually through 525 000 active sales outlets. SEQR is available at Sweden's largest grocery chains, fast food chains and national retailer chains including McDonald's, Hemköp and Ur&Penn. In 2013 SEQR was launched in Romania together with GarantiBank. Seamless is traded on Nasdaq OMX Stockholm, under the SEAM ticker.

About Burger-In Oy

Burger-In Oy is a Finnish family-owned enterprise and Hesburger is the company's registered trademark. Hesburger-chain of restaurants includes 278 restaurants in Finland, 105 in Baltic countries, 12 in Russia, 4 in Germany and 1 in Ukraine. Hesburger-chain employs approximately 6000 people. The taxable sales turnover of the chains Finnish restaurants was 204 million euros and that of the Hesburger-restaurants abroad was 47 million euros in 2012.

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