

Press Release

June 1, 2023

SDS Group receives a strategic order for advanced analytics from an operator in Madagascar.

Seamless Distribution Systems AB (SDS) has through its subsidiary Riaktr received an order worth SEK 1.5 million from a leading mobile operator in Madagascar for its Smart Sales and Distribution product.

*- "It is gratifying that we continue to expand our footprint for **Smart sales and distribution** with new markets and customers, expanding both within existing operator groups as well as with completely new customers. With the first sale of **My next POS** last week, we also have high expectations on the cross-selling synergies with **Smart sales and distribution** for the future", says Eddy Cojulun, CEO of SDS.*

The project covers the **Smart S&D** product that allows the mobile operator to manage its sales distribution channels efficiently with the help of advanced analytics and AI through a very simple and user-friendly interface.

The product enables the operators' sales and distribution teams to take the best actions at the right place and time every day, based on real-time insights, generating increased sales force productivity and revenues.

The order consists of an installation order of SEK 0.8 million and an annual recurring revenue of approximately SEK 0.7 million, where the initial order includes the first-year license. Revenue will be recognized for the installation over the coming two quarters, whereas the license is a recurring quarterly revenue from when the solution is live, on an ongoing basis as long as the customer uses the product.

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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 also implemented solutions in advanced analytics and Retail Value

Management and fintech, where these products have succeeded, they are transformed into so-called SaaS solutions.

SDS has approximately 288 employees in Sweden, France, Belgium, Romania, South Africa, Ghana, Nigeria, United Arab Emirates, Pakistan, India and Indonesia.

SDS systems handles more than 15 billion transactions worth over USD 14 billion annually. Via over 3 million monthly active resellers of digital products, more than 1100 million consumers are indirectly served globally.

SDS share is listed on Nasdaq First North Premier.

The company's Certified Adviser is FNCA Sweden AB.
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