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Nasdaq Stockholm Welcomes Seamless Distribution Systems to First North Premier

Stockholm, July 21, 2017 — Nasdaq (Nasdaq: NDAQ) announces that the trading in Seamless Distribution Systems AB's shares (short name: SDS) commenced today on Nasdaq First North Premier in Stockholm. Seamless Distribution Systems ("SDS") belongs to the technology sector and is the 74th company to be admitted to trading on Nasdaq's Nordic markets* in 2017.

Established as a spin-off from Seamless Group, SDS is a software development company specializing in technology solutions for mobile operators, banks, grocery stores and distributors. The company's main business and product area is the digital distribution of airtime and mobile data for mobile telephony providers by offering systems for the electronic top-up of prepaid cards and support and Managed Operations (MOPS) associated with such systems. SDS is headquartered in Stockholm, Sweden and has additional offices in Mumbai, Calcutta and Hyderabad in India. For more information, please visit www.sds.seamless.se.

"We are delighted to initiate a journey as an independent company together with our new shareholders," said Albin Rännar, CEO of SDS. "We will ensure that we embark on a transparent, orderly, stable and sustainable endeavour. SDS is present in growing markets, well positioned in the core of our clients' business. We have a solid software platform and stable finances as a sound base for growth, and our scalable business model allow us to take advantage of market opportunities. Becoming a listed company entails a great responsibility and we welcome our new shareholders and will work together with you to create value for all our stakeholders."

"We welcome SDS to Nasdaq First North Premier, our European growth market," said Adam Kostyál, SVP and Head of European listings at Nasdaq. "We congratulate SDS on its successful listing, and look forward to supporting them on their continued journey as a Nasdaq First North Premier listed company."

Seamless Distribution Systems AB has appointed Mangold Fondkommission AB as the Certified Adviser.

**Main markets and Nasdaq First North at Nasdaq Copenhagen, Nasdaq Helsinki, Nasdaq Iceland and Nasdaq Stockholm.*

About Nasdaq First North

Nasdaq First North is regulated as a multilateral trading facility, operated by the different exchanges within Nasdaq Nordic (Nasdaq First North Denmark is regulated as an alternative marketplace). It does not have the legal status as an EU-regulated market. Companies at Nasdaq First North are subject to the rules of Nasdaq First North and not the legal requirements for admission to trading on a regulated market. The risk in such an investment may be higher than on the main market.

About Nasdaq

Nasdaq (Nasdaq: NDAQ) is a leading global provider of trading, clearing, exchange technology, listing, information and public company services. Through its diverse portfolio of solutions, Nasdaq enables customers to plan, optimize and execute their business vision with confidence, using proven technologies that provide transparency and insight for navigating today's global capital markets. As the creator of the world's first electronic stock market, its technology powers more than 89 marketplaces in 50 countries, and 1 in 10 of the world's securities transactions. Nasdaq is home to 3,800 total listings with a market value of \$11 trillion. To learn more, visit: <http://business.nasdaq.com>

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Cautionary Note Regarding Forward-Looking Statements

The matters described herein contain forward-looking statements that are made under the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, statements about Nasdaq and its products and offerings. We caution that these statements are not guarantees of future performance. Actual results may differ materially from those expressed or implied in the forward-looking statements. Forward-looking statements involve a number of risks, uncertainties or other factors beyond Nasdaq's control. These factors include, but are not limited to factors detailed in Nasdaq's annual report on Form 10-K, and periodic reports filed with the U.S. Securities and Exchange Commission. We undertake no obligation to release any revisions to any forward-looking statements.

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