

## **Asiacell and Seamless Advance Their Decade-Long Partnership with a Next-Generation Sales & Distribution Platform to Power Iraq's Retail Transformation**

Asiacell, Iraq's leading telecom operator, and Seamless Distribution Systems AB (SDS) have expanded their decade-long collaboration through the implementation of a next-generation Sales & Distribution (S&D) platform. The new system will modernize Asiacell's retail ecosystem, enhance operational efficiency, and deliver greater value to millions of customers across Iraq.

The announcement was officially marked at a signing ceremony held during MWC Doha 2025, where senior leadership from both Asiacell and Seamless participated to highlight their shared commitment to advancing Iraq's digital and retail innovation landscape.

Over the past decade, Asiacell and Seamless have built a trusted partnership that has powered Iraq's digital and prepaid ecosystem through innovative solutions such as e-top-up, voucher management, and advanced analytics. The new S&D platform marks the next milestone in this collaboration, allowing Asiacell to unify its retail network under an intelligent system designed to enhance efficiency, strengthen partner performance, and accelerate nationwide growth.

"Our partnership with Asiacell reflects SDS's ability to deliver high-impact, future-proof digital sales and distribution solutions. This implementation underscores our commitment to agile, AI-driven platforms that optimize field-sales performance in real time and help telecom operators achieve measurable revenue growth. We are proud of this relationship and look forward to continued collaboration." - Martin Schedin, CEO, Seamless Distribution Systems AB

"Through this collaboration, Asiacell continues to advance its digital and retail infrastructure, introducing intelligent tools that enhance efficiency, data visibility, and customer experience across Iraq." - Chra Hussain, CCO, Asiacell

The new Seamless product suite brings Asiacell's sales and distribution ecosystem into a unified, intelligent framework. Built on modular and data-driven components, it simplifies operations across thousands of retail partners, enabling faster onboarding, improved reseller performance, and stronger customer engagement through real-time insights and analytics.

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## **ABOUT SDS**

SDS is a Swedish international software company specializing in mobile payment services for mobile operators, distributors, retailers and consumers. SDS ensures that telecom operators can sell talk time, data and ancillary services where SDS products and services handle up to 90% of the telecom operator's sales. Today, SDS has implemented solutions in Fintech, advanced analytics and Retail Value Management and where these products have succeeded, they are transformed into so-called SaaS solutions.

SDS has approximately 200 employees in Sweden, France, Romania, South Africa, Ghana, Nigeria, the United Arab Emirates, Pakistan and India. SDS handles more than 15 billion transactions worth over \$14 billion annually. Through over 3 million monthly active retailers of digital products, more than 1100 million consumers are indirectly served globally.

SDS's share is listed on Nordic SME on the Nordic Growth Market.