



eServGlobal Limited (eServGlobal or the “Company”)

## HomeSend to enable remittances to eTranzact in Nigeria

Barcelona: 3 March 2015

**eServGlobal** (AIM:ESG & ASX:ESV) is pleased to announce an agreement between MasterCard and eTranzact, a leading pan-African mobile banking and payment services company, to make international remittance services available to millions of consumers in Nigeria.

Under the agreement, citizens will be able to securely receive international remittances into their eTranzact mobile money wallets or select bank accounts through the international transfer hub, HomeSend, a joint venture between MasterCard, eServGlobal and BICS. Please find following the announcement made by MasterCard today.

### About eServGlobal

eServGlobal (AIM:ESG, ASX:ESV) offers mobile money solutions which put feature-rich services at the fingertips of users worldwide, covering the full spectrum of mobile financial services, mobile wallet, mobile commerce, recharge, promotions and agent management features. eServGlobal invests heavily in product development, using carrier-grade, next-generation technology and aligning with the requirements of more than 65 customers in over 50 countries.

Together with MasterCard and BICS, eServGlobal is a joint venture partner of the HomeSend global payment hub, a market leading solution based on eServGlobal technology and enabling cross-border money transfer between mobile money accounts, payment cards, bank accounts or cash outlets from anywhere in the world regardless of the users location.

eServGlobal also builds on its extensive experience in the telco domain to offer a comprehensive suite of sophisticated, revenue generating Value-Added Services to engage subscribers in a dynamic manner.

eServGlobal has been a source of innovative solutions for mobile and financial service providers for 30 years.

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## MasterCard and eTranzact Make it Easier for Millions of Nigerians to Receive Remittances

### **Remittance Service to be Available to eTranzact Mobile Money Wallet Holders and Banked Consumers in Nigeria, Africa's Largest Remittance Market**

To tweet this news, copy and paste <http://news.mstr.cd/1C0FJzn> to your Twitter handle with the hashtags #MasterCard #eTranzact and #MWC15 #FinancialInclusion

**BARCELONA – March 3, 2015** – At Mobile World Congress, [MasterCard](#) today announced an agreement with [eTranzact International plc](#), a leading pan-African mobile banking and payment services company, to make international remittance services available to millions of consumers in Nigeria.

Under the agreement, citizens will be able to securely receive international remittances into their eTranzact mobile money wallets or select bank accounts through the international transfer hub, [HomeSend](#). A joint venture between [MasterCard](#), [eServGlobal](#) and [BICS](#), HomeSend bridges the gap between various entities globally such as financial institutions, non-financial entities and mobile network operators, enabling Nigerians living and working abroad to send money from mobile money accounts, payment cards, bank accounts or cash outlets back home.

“For millions of Nigerians, the receipt of funds from friends and family is an important lifeline. HomeSend provides senders across the globe and the recipients in Nigeria with a convenient, safe, and cost effective money transfer channel,” says [Omokehinde Ojomuyide](#), Vice President and Area Business Head for West Africa, MasterCard.

Upon receipt of funds into their eTranzact mobile wallets, Nigerians can use [PocketMoni](#), eTranzact’s mobile money platform, to pay bills, top-up airtime, pay select merchants, cash out at agents or at participating bank ATMs, and send money to any bank account, PocketMoni user, eTranzact card or mobile phone user.

“Our partnership with MasterCard enables us to bring a new, cost-effective, cross-border remittance service to Nigerians, many of whom have previously struggled to access such facilities as they do not have formal bank accounts,” says [Valentine Obi](#), Chief Executive Officer, eTranzact International Plc. “Instead of travelling long distances and waiting in long lines, Nigerians will now be able to electronically receive cash transfers from family overseas with the convenience of their mobile devices.”

eTranzact, which is connected to and switches transactions for all of Nigeria’s major commercial banks, will also enable millions of consumers to receive remittances directly into their bank accounts.

According to the [World Bank Migration and Remittances Brief](#), Nigeria is the largest remittance market in Africa and the fifth largest in the world, attracting US\$21 billion in remittances in 2014, which contributed four percent to Nigeria’s Gross Domestic Product.

“We are pleased to partner with eTranzact to bring one of the most comprehensive international remittances offerings to Nigeria. This type of service has the potential to open up new remittance corridors, expand the scope of cashless money transfers, extend financial inclusion and support the growth of the economy,” says Ojomuyide.

Find a complete list of MasterCard’s news announcements from Mobile World Congress in our [Digital Press Kit](#) and follow us @MasterCardNews #WhatsNext to join the conversation.

**About MasterCard**

**MasterCard** (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MasterCardNews](https://twitter.com/MasterCardNews), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

#### **About eTranzact**

eTranzact is Africa's leading provider of mobile banking and payment services. We are the first fully operational multi-application and multi-channel electronic transaction switching and payment processing company that is publicly quoted on the Nigeria Stock Exchange. Our vision is: *'To be a leading global provider of mobile transaction services, leveraging on our award winning mobile switching platform'* and since 2003, we have been at the fore front of delivering cutting edge electronic and mobile payment products and services to customers that cut across virtually all works of life. Follow us on Twitter: [@eTranzactPLC](https://twitter.com/eTranzactPLC) and [@MyPocketMoni](https://twitter.com/MyPocketMoni), Facebook: [eTranzact International PLC](#) and [MyPocketMoni](#).

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