



eServGlobal Limited (eServGlobal or the “Company”)

eServGlobal rolls out projects with Zain Group

Barcelona: 4 March 2015

eServGlobal (AIM:ESG & ASX:ESV), the provider of mobile financial services to emerging markets, is pleased to announce the live operation of its solutions at three Zain Group sites. eServGlobal solutions are now live at Zain Jordan, Zain Saudi Arabia and Zain Kuwait.

These launches follow the 2013 announcement of a three-year framework agreement with the Zain Group to provide an end-to-end mobile money and EVD (electronic voucher distribution for prepaid recharge) solutions across Zain Group’s operations.

Mobile money, mobile financial services, mobile recharge and distribution are key elements in the Zain Group strategy. Through innovative product design and marketing strategies, Zain aims to maximise the benefit of mobile money, electronic recharge and distribution, giving customers new alternatives to financial transactions and account recharge. Zain Group coverage extends to more than 44.3 million customers spanning Kuwait, Bahrain, Iraq, Jordan, Lebanon, Saudi Arabia, South Sudan and Sudan. Notably, in several of Zain's markets, over 90% of the population does not have access to banking facilities.

Stephen Blundell, COO, eServGlobal, said, “We are delighted to be working with this world class operator group as they roll out innovative, next-generation mobile services which anticipate the needs of rapidly evolving markets. We are proud to be the source of solutions which enhance the lives of users across the world.”

Scott Gegenheimer, CEO of Zain Group, said, “The positive economic and social impact of financial inclusion for many of our customers where banking services are scarce will be abundant. We are embracing the opportunity to launch new services that improve the livelihoods of the communities we serve, and through eServGlobal’s comprehensive solution, we will be able to offer life-enhancing mobile services and cement our position as an innovative market leader in the mobile-money arena across our region.”

Zain promotes the main benefits of mobile money to consumers as:

- Convenience and easy-of-use as it gives straightforward access to money anywhere at anytime
- Mobile money is secure and more flexible than cash, allowing consumers to make payments remotely
- Mobile money provides an affordable way to access banking facilities
- One-stop shop experience
- Multiple services are available over the mobile platform such as being able to make calls, send SMS, send airtime, access bank account, and send money

Zain’s mobile commerce services have a transformational effect on unbanked populations as they open financial systems to formally excluded population segments. This kind of change is crucial in emerging markets where financial inclusion is key to economic development. In addition to unbanked members of

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the population, mobile money services will also be offered to small and medium sized enterprises (SME), which will facilitate further economic development and GDP growth.

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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.

About Zain Group

Zain is a leading telecommunications operator across the Middle East and Africa providing mobile voice and data services to over 44.3 million active customers as of 31 December, 2014. With a commercial presence in 8 countries, Zain operates in: Kuwait, Bahrain, Iraq, Jordan, Saudi Arabia, Sudan and South Sudan. In Lebanon, the Group manages 'touch' on behalf of the government. In Morocco, Zain has a 15.5% stake in Wana Telecom, now branded 'INWI', through a joint venture. Zain is listed on Kuwait Stock Exchange (stock ticker: ZAIN). For more, please email info@zain.com or visit: www.zain.com; www.facebook.com/zain; www.twitter.com/zain; www.youtube.com/zain; www.instagram.com/zaingroup; www.linkedin.com/company/zain