



eServGlobal Limited (eServGlobal or the “Company”)

HomeSend announces Merchantrade Malaysia to join the hub

New remittance corridors for HomeSend in key Asian receiving markets

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eServGlobal (LSE: ESG & ASX: ESV), the provider of end-to-end mobile financial services to emerging markets, announces a new agreement for the **HomeSend** remittance service between its strategic business partner BICS and **Merchantrade Asia Sdn Bhd**.

Merchantrade is a Malaysian based Mobile Virtual Network Operator (MVNO) and the country’s leading licensed money services company. Through its remittance service, Merchantrade offers money transfer services via multiple modes i.e. branches, online as well as mobile money transfer to migrant workers. Merchantrade has over 170,000 pay-out locations, with a strong and rapidly expanding payout presence across South Asia and South East Asia.

With its established presence and strong distribution network, the agreement with Merchantrade enables HomeSend, the leading international **mobile money transfer** service, to further extend its reach in Asia, in particular, in key receiving markets such as India, Bangladesh, Myanmar, Malaysia, Sri Lanka, Indonesia and Vietnam. Merchantrade, in turn will benefit from HomeSend’s strong network of hub members in the more financially developed sending markets. Merchantrade is now connected to the HomeSend hub with services expected to go live this month.

The World Bank recently released figures indicating that an estimated “3 percent of the world’s population have emigrated far from home in order to earn enough to support their families ... In 2012, migrants sent an estimated US\$401 billion in remittances to developing countries, a number that is expected to reach US\$515 billion by 2015 ... over half of the remittances sent to developing countries in 2012 flowed to Asia, and according to some estimates, remittances benefit more than 70 million families.”¹

Paolo Montessori, eServGlobal CEO commented, “HomeSend’s global coverage is unrivalled in the space of international mobile money transfer. We welcome Merchantrade to the extensive list of Hub members.

“HomeSend now boasts over 1 billion potential subscribers worldwide. On these solid foundations we are now delivering the next phase of our strategy, to progressively connect remittance corridors worldwide. With live corridors now lighting up the globe, we are confident that HomeSend is solidly positioned as the largest mobile remittance hub in the world.”

HomeSend is a service offered by BICS, its strategic business partner, based on eServGlobal technology.

About eServGlobal

eServGlobal has been a source of innovative solutions for mobile and financial service providers for 30 years. eServGlobal invests heavily in product development, using carrier-grade, next-generation technology and aligning with the requirements of more than 90 customers in over 65 countries.

¹ The World Bank: <http://blogs.worldbank.org/psd/putting-87-billion-back-pockets-asia-s-migrants>

Paris Headquarters

244, avenue Pierre Brossolette
92245 Malakoff Cedex
France

T: +33 1 46 12 58 85
F: +33 1 47 35 07 88
www.eservglobal.com

Our mobile money solutions put feature-rich mobile financial services at the fingertips of users worldwide, covering the full spectrum of mobile wallet, mobile commerce, recharge and agent management features. The market leading international remittance service HomeSend® is based on eServGlobal technology and offered by our strategic business partner BICS. eServGlobal also offers a comprehensive suite of sophisticated, revenue generating Value-Added Services to engage subscribers in a dynamic manner. These services can be seamlessly integrated with our mobile money portfolio to extend loyalty and promotion offers. eServGlobal is listed on the Australian Securities Exchange (ESV) and the London Stock Exchange AIM (ESG). More information at: www.eservglobal.com

About Merchantrade

Established in 1996, **Merchantrade Asia Sdn Bhd ('Merchantrade')** is a reputable and trusted money services business service provider and a Mobile Virtual Network Operator ('MVNO') in Malaysia. An affiliate of Sumitomo Corp, Japan, **Merchantrade** is currently operating 62 branches in Malaysia. Merchantrade's core businesses are pre-paid mobile, money transfer and money exchange services. Under its MVNO business segment, Merchantrade offers prepaid mobile services under the brand name **Merchantrade Mobile**. For its money services business, Merchantrade offers over the counter money transfer services, on-line money transfer (under the brand name 'e-remit') and mobile money transfer (under the brand name 'Doowit'). In addition to its 62 branches, Merchantrade offers money exchange and money transfer services through 54 agent outlets throughout Malaysia. More information on Merchantrade at: www.mtradeasia.com.

For further information, please contact:

eServGlobal

Alison Cheek, Communications Manager

www.eservglobal.com

T: +33 (0) 1 4612 7746

Cenkos Securities plc

Ivonne Cantú/Stephen Keys (Nomad)

www.cenkos.com

T: +44 (0) 20 7397 8980

Newgate Threadneedle

Caroline Evans-Jones/Josh Royston/Hilary Millar

www.newgatethreadneedle.com

T: +44 (0) 20 7653 9850

Charles Stanley Securities

Dugald Carlean/Paul Brotherhood

www.csysecurities.com

T: +44 (0) 20 7149 6000