



Case Study

Zain Group mobile money project

Zain is a leading provider of mobile telecommunications in eight markets across the Middle East and Africa.

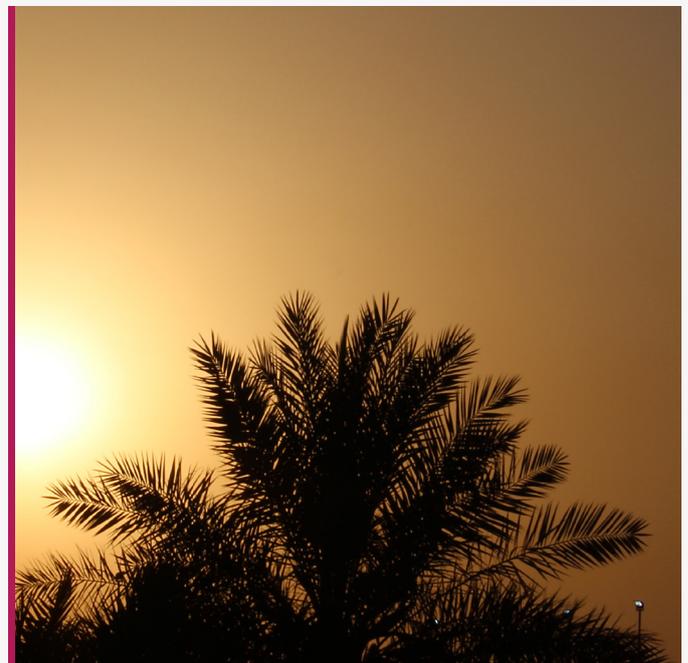
Zain Group coverage extends to more than 44.4 million subscribers spanning Kuwait, Bahrain, Iraq, Jordan, Lebanon, Saudi Arabia, South Sudan and Sudan. Notably, in several of Zain's markets, over 90% of the population does not have access to banking facilities.

eServGlobal has a long history of supplying telecommunication solutions to the Zain Group, including recharge platforms supporting the prepaid market of several Zain Group affiliates.

This relationship was strengthened in 2013 when eServGlobal was selected for a three-year framework agreement with the Zain Group to provide an end-to-end mobile financial services solution.

The comprehensive solution, that will be progressively rolled out across Zain's operations, encompasses a complete mobile money platform, providing services such as electronic top-up, mobile wallets, mobile banking, online payments, salary disbursements, peer-to-peer money transfer, micro finance, airtime top-up, bill payment and payment at a merchant.

eServGlobal was chosen for this trans-affiliate implementation following a formal tendering and strict selection process by Zain, based on the unmatched benefits and maturity of its field-proven solution, including a strong portfolio of customers across the Middle-East and Africa region.



"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."

Scott Gegenheimer, CEO of Zain Group

This framework agreement reflects an increasing trend amongst the tier-1 operator groups to choose a preferred supplier for all affiliates. This group approach highlights the growing strategic importance of mobile money to the operators' market offering.

Mobile money is no longer regarded as simply a VAS solution to increase ARPU and reduce churn, but it is now being seen as a source of significant potential direct and indirect revenue. Mobile money is also necessary to meet the growing demand from subscribers in emerging markets for access to mobile-centric solutions to financial inclusion.

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

The end-to-end mobile money solution proposed by eServGlobal will be tailored to meet the needs of the market for each Zain affiliate and progressively rolled-out.

In 2014 the first mobile money solutions were launched as a pilot program in Jordan and Iraq awaiting full approval from the central banks.

In 2015 eServGlobal has launched the first modules with Saudi Arabia.

eServGlobal is currently working closely with several other affiliates within the Group.

"The agreement with eServGlobal along with other ground-breaking products and services in the pipeline will empower customers to move about freely with their mobile phones transacting on goods and services.

Our aim is to create an eco-system whereby mobile money solutions provide our customers with increased security and flexibility, reducing the need to carry cash."

Scott Gegenheimer, CEO of Zain Group

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