



eServGlobal Limited (eServGlobal or the “Company”)

eServGlobal announces East African mobile money deployment

Paris: 19 February 2013

eServGlobal (LSE: ESG & ASX: ESV), the global telecoms software vendor specialising in Mobile Money and Value-Added Services, announces that following an initial contract signature last year, it is now rolling out its mobile money solution to a mobile network operator in East Africa.

The contract includes the provision of mobile money, microfinance, credit, postpaid bill payment, mobile banking, salary disbursement, electronic recharge and mobile wallet functionality.

In the region where this solution will be deployed, the economy is largely cash-based with very low penetration rates of formal financial services. Salaries are primarily paid in cash and the majority of people lack ways to save or pay bills via electronic methods. Mobile phones provide a way to extend financial services to low-income customers given their wide-spread use in this demographic. Historically financial institutions have been unable to adequately service these people, especially in remote areas, given the cost of bricks-and-mortar branches.¹

eServGlobal’s mobile money solutions provide access to mobile-based financial services such as a mobile wallet, mobile money transfer, bill payment and salary disbursement. The platform can also be extended to provide more advanced mobile financial services such micro insurance, savings and loans.

Paolo Montessori, COO of eServGlobal, said, “The deployment of these innovative services to a new customer demonstrates that eServGlobal’s mobile money offering is tailored to match the evolving needs of the market. We expect this project to strengthen our foundations for further wins in this region. We continue to focus on building interoperable, mature mobile financial solutions for service providers across the African continent and throughout the world.”

The operator is part of a telecom group serving the needs of customers across several African countries covering the areas of mobile, fixed, internet and broadband services.

Mobile financial services are increasingly being adopted by emerging and rapidly growing economies across the African continent. Total African mobile money transfers are expected to exceed \$200 billion in 2015, accounting for approximately 18% of the continent’s GDP².

eServGlobal is currently supplying mobile money services to operators and service providers worldwide as well as supporting a substantial installed base of recharge customers. The PayMobile platform is currently deployed in more than 25 customers and used every day by more than 250 million prepaid subscribers worldwide.

¹ GSMA – Mobile Money for the Unbanked

² The World Bank

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eServGlobal will be showcasing its mobile money solutions next week at the Mobile World Congress in Barcelona, the world's premier mobile industry event. eServGlobal will be located at Hall 7, Stand E60 where visitors can experience the technology first hand via an interactive end-to-end mobile money demonstration.

About eServGlobal

eServGlobal specializes in Mobile Money solutions and Value-Added Services (VAS), to help Mobile Service Providers increase their revenue and gain and maintain customer ownership. eServGlobal invests heavily in product development, using carrier-grade, next-generation technology and aligning with the requirements of more than 90 customers in over 55 countries.

For 30 years mobile and financial service providers have used eServGlobal solutions to lead and innovate in their local markets, leveraging their core assets and their trusted agent and subscriber relationships.

With 12 offices globally, eServGlobal provides full "end-to-end" and "any account to any account" Mobile Money Services and International Remittance Services. Delivered in partnership with BICS, the HomeSend solution is the only mobile-centric international remittance hub to gain endorsement from the GSM Association.

eServGlobal's Value-Added Services in promotions, loyalty and messaging enable service providers to engage with their subscribers in a personalized and dynamic manner.

To reduce time-to market and to meet the needs of operators and banks, eServGlobal provides multiple licensing alternatives as well as SaaS-based products and services.

eServGlobal is listed on the Australian Securities Exchange (ESV) and the London Stock Exchange AIM (ESG). More information at: www.eservglobal.com

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