



eServGlobal Announces New Contract with Mobinil Egypt

10 March, 2009

eServGlobal Limited
(“eServGlobal” or “the Company”)

eServGlobal Limited (LSE: ESG & ASX: ESV), a provider of end-to-end solutions, enabling smart communication and payment services for telecom operators on any generation network, today announced that Mobinil has chosen the eServGlobal platform to launch its Missed Call Alert (MCA) service.

Mobinil required a solution to notify subscribers of an attempted call when they are out of coverage or when the mobile is switched off. eServGlobal implemented an innovative IN based solution, closely coupled with eServGlobal’s M@ilis Voicemail system, for the MCA service. This solution reduces costs by optimal utilisation of network resources and increases revenue by generating return calls.

With more than 20 million customers, Mobinil is the leading Mobile service operator in Egypt. After 10 years of collaboration between eServGlobal and Mobinil, this is a new extension of the relationship between eServGlobal and Mobinil.

Laurent Lafarge, Chief Executive Officer of eServGlobal, said, “We have a long history of working with customers in Egypt and are proud to bring an innovative solution to this important market. The benefits for operators offering this value-added service to their clients are clear. It is a cost-effective, quick return-on-investment solution designed to maximise profitability and fulfil customer needs without major capital investment.”

Raoul Ramsis, Mobinil Deputy Director IN and Core services, said “Thanks to a great effort by the eServGlobal team, we were able to deliver the MCA service to our market in record time”.

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About eServGlobal

eServGlobal (AIM: ESG & ASX: ESV) develops and implements solutions for mobile payment, convergent charging and rating, network services and messaging products, for telecom service providers, across all legacy and next generation telecom networks.

eServGlobal provides comprehensive services ensuring the success of projects with worldwide implementation, integration and support services. Its innovative solutions help service providers to grow new revenues, reduce churn and lower their costs.

Over 80 of the world's leading service providers, with over 400 million mobile subscribers in more than 50 countries, are taking advantage of eServGlobal's end-to-end solutions and expertise to quickly deliver

revenue-generating services. With 16 offices around the world and staff from 30 different countries, it provides flexible solutions with ongoing product development, based on a deep understanding of its customers' challenges.

eServGlobal is listed on the Australian Stock Exchange (ASX: ESV) and the London Stock Exchange AIM market (LSE: ESG). In the year to 30 June 2008, eServGlobal reported revenue of AU\$177.9 million, representing organic growth of 15.9% over FY07. Net profit after tax of AU\$10.4 million was achieved, up 91.5% from the previous year. A dividend of 3 cents per share was paid for the full year ended 30 June, 2008, an increase of 50% over the previous year's dividend payment. More information can be found at: www.eservglobal.com