



## eServGlobal Demonstrates Pre-Paid Data Roaming at MWC

**Barcelona, 16 February 2009**

eServGlobal Limited (LSE: ESG & ASX: ESV), a worldwide supplier of independent and flexible mobile payment and convergent charging solutions, today announced that it will be demonstrating its unique pre-paid data roaming solution at the GSMA Mobile World Congress (MWC).

Cisco Systems, leaders in the development of Internet Protocol (IP)-based networking technologies, has confirmed that eServGlobal is the first to successfully implement data roaming on the Cisco enhanced Gateway GPRS Support Node (eGGSN).

Designed from the core, to support the needs of an online data network, the eServGlobal ChargingMax Online Charging System (OCS) provides the 3GPP compliant interfaces (i.e. DIAMETER Gy) required to determine the data transfer cost in real-time. By working closely with Cisco, the two organisations have successfully set up online charging across an open, standards compliant and highly performing interface.

Cost control is a major concern today for many 2.5G-3G Mobile Data users, especially in roaming situations. Prepaid, but also postpaid subscribers and their employers, want to gain control over their spending, by purchasing pre-agreed bundles of traffic (e.g. 5 Gigabyte). Classic CDR mediation and billing systems introduce a significant delay (hours) and do not allow redirecting the mobile user to an Advice-Of-Charge (AoC) page, where he/she can decide to top up a prepaid account or buy the next bundle. For non-browsing applications, eServGlobal supports additional AoC mechanisms, including USSD and SMS.

eServGlobal's ChargingMax OCS accommodates the needs of these prepaid and cost-conscious postpaid users. It is also the market leader in top-up solutions with the Top-Up Suite.

With approximately 546 million mobile internet users globally, IDC predicts that the number of mobile devices accessing the internet will surpass the number of online PCs by 2012. By combining eServGlobal's ChargingMax Online Charging System with the Cisco eGGSN technology, this combined solution could not come at a better time for operators, who are looking for new opportunities to increase revenue while protecting their customer base from unexpected invoices.

Truphone a global mobile network service provider that targets customers with an international lifestyle, and Teleena, a Dutch mobile service enabler that provides innovative services for MVNOs, now both use this technology. Both needed a solution that enabled pre-paid charging and, by extension, real-time rating for data services for users in their home country and outside. For Truphone, this implementation presents new opportunities as their offering is aimed at frequent travellers. Teleena, on the other hand, is currently hosting 3 Dutch MVNO's on the platform, each targeted at different market segments.

The joint solution perfectly illustrates that eServGlobal's solutions are truly partitionable, thus capable of hosting multiple independent Service Providers on a single, scalable physical infrastructure.

Laurent Lafarge, Chief Executive Officer of eServGlobal said "As the world becomes more mobile, and people rely on internet access wherever they are, we are proud to provide operators with a unique solution that will add value to their service offering."

eServGlobal will be providing demonstrations of the Pre-paid Data Roaming solution throughout the GSMA Mobile World Congress in Barcelona, 16 February - 19 February 2009 (stand 8A69, Hall 8).

### **About Cisco**

Cisco (NASDAQ: CSCO) enables people to make powerful connections-whether in business, education, philanthropy, or creativity. Cisco hardware, software, and service offerings are used to create the Internet solutions that make networks possible - providing easy access to information anywhere, at any time. Cisco was founded in 1984 by a small group of computer scientists from Stanford University. Since the company's inception, Cisco engineers have been leaders in the development of Internet Protocol (IP)-based networking technologies. Today, with more than 67,647 employees worldwide, this tradition of innovation continues with industry-leading products and solutions in the company's core development areas of routing and switching, as well as in advanced technologies.

### **About Teleena**

Teleena is a next generation MVNE and offers innovative services to MVNOs (mobile brands). The MVNO customer can get a "one-stop shop" or select the services it want, from airtime and hosting to web provisioning interface, debt control, prepaid and postpaid billing, collections and customer care. Teleena provides all technical and operational activities on behalf of the MVNO, while the MVNO is responsible for sales, marketing and distribution. This allows the MVNO to focus on their core business and to outsource other activities.

Teleena has a next generation core network and is able to offer advanced and unique services, including voice, messaging, data and billing, utilizing different access technologies, for both prepaid and postpaid markets.

Examples of the Teleena values to the MVNOs are: realtime control over the services, customers and financials via the Teleena web portal and realtime charging of the usage, multiple numbers on one SIM card, MVNO branded voicemail-to-email, smart en low cost roaming calls.

### **About Truphone**

The first true mobile internet network operator, Truphone allows users of Wi-Fi-enabled mobile phones to make and receive regular telephone calls, and to send and receive SMS [text] messages, using only a Wi-Fi connection and the internet. It has users in 149 countries.

Truphone is the trading name of Software Cellular Network (SCN). SCN is privately owned, funded by both venture capital investment and angel investors.

### **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](http://www.eservglobal.com)

**For further information:**

Ian Buddery  
Executive Chairman  
eServGlobal Limited

Numis Securities Limited  
Brent Nabbs (NOMAD) / David Poutney  
(Broking)  
Tel: +44 (0) 20 7260 1000

ICIS (financial PR)  
Christian Taylor-Wilkinson / Bob Huxford  
Tel: +44 (0) 20 7651 8688

eServGlobal Limited  
Sally Bennett, Communications Manager  
sally.bennett@eservglobal.com  
T: +33 1 46 12 77 46