



FlexiContent Increases Revenue for Operators during World Cup

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eServGlobal Limited (LSE: ESG & ASX: ESV), a global telecoms software vendor specializing in Mobile Money and Value-Added Services (VAS), today reported increased revenue for its FlexiContent customers.

FlexiContent, available through over a dozen operators during the 2010 soccer world cup in South Africa, allows operators to quickly capitalize on subscriber needs during popular events by providing the much sought-after information and entertainment tools.

Including Games & Information Services, FlexiContent allowed subscribers to use Premium SMS to access world cup match progress reports and results in REALTIME. FlexiContent also includes a variety of games, such as instant lottery and betting services, where subscribers play for airtime rewards or gifts.

Revenue is created through customers' Premium SMS transactions. More than 250,000 subscribers registered for FlexiContent services during the 'world cup' month alone, creating an additional revenue source for operators, leading to higher ARPU for all of eServGlobal's clients using FlexiContent. One operator in particular, registered exceptional subscriber interest, with more than 10% of its total customer base signing-up for FlexiContent services.

"After launching FlexiContent only four months before the world cup, we are extremely proud of its immediate success", said COO of eServGlobal, Craig Halliday. "We are confident that its revenue-share model, quick time-to-market and immediate returns will continue to impress operators looking for a way to create higher ARPU while increasing customer satisfaction at the same time."

About eServGlobal

eServGlobal specializes in Mobile Money solutions and Value-Added Services (VAS), to help Telco 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 60 customers in over 45 countries. For 24 years, mobile, fixed, Internet and multiplay telco providers have used our capabilities to lead and innovate in their local markets, leveraging their core assets and their trusted agent and subscriber relationships.

With 13 offices globally, eServGlobal provides full "end-to-end" and "any account to any account" Mobile Financial Services and International Money Transfers. Our HomeSend solution is the only mobile-centric international remittance hub to gain endorsement from the GSM Association.

Our Value Added Services in promotions, loyalty, messaging, and multiplay are focused around the transaction and enable service providers to engage with the subscriber in a personalized and dynamic manner.

To reduce time-to market and manage exposure to CAPEX, we now offer multiple licensing alternatives, including SaaS-based flexible, revenue-share pricing.

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

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