



## Maroc Telecom Launches HomeSend

**Paris, 19 July, 2010**

BICS, a leading global provider of voice, data and value added services, and eServGlobal Limited (LSE: ESG & ASX: ESV), a provider of smarter transaction management solutions in Payment, Retention and Value Added Services, today announced that Maroc Telecom is live on the HomeSend remittance service.

The agreement provides Maroc Telecom's 15 million subscribers with the opportunity to receive mobile remittances to/from Belgium. In particular, MobiSud (previously owned by Maroc Telecom and now part of Belgacom's affiliate Scarlet) subscribers will be able to send money to their families in Morocco on their mobile phone number. According to the World Bank, Morocco receives more than \$US4.6 billion annually in international remittances and this figure is continuing to grow.

This brings the total number of potential receiving subscribers on HomeSend to nearly 40 million with Maroc Telecom joining Globe Philippines on the hub. Shortly other European and developed countries will join Belgium on the HomeSend hub service as the list of sending parties grows.

HomeSend is BICS and eServGlobal's leading international remittance solution, and the only mobile-centric international remittance hub endorsed by the GSMA. It allows subscribers to transfer funds from anywhere, using only their mobile phone and any type of funds, such as airtime and cash. Various fund sources can be used, such as eWallets, bank accounts and credit cards. HomeSend transfer fees are also significantly less than those of traditional international remittance avenues.

International remittances have already become a significant portion of mobile payments, allowing subscribers to easily and quickly transfer money internationally using their mobile phones, and the market is continuing to grow as it allows access to unbanked populations. According to Informa Telecoms & Media, by 2013, the global international MMT gross transaction value is expected to reach \$US47.9 billion.

Frederic Schepens, SVP Mobile Financial Services at BICS said "We are proud to continue opening key international remittance corridors for operators across global regions. Maroc Telecom's launch of HomeSend will ensure that they are the market leader for mobile money in Morocco."

“We are continually looking for ways to help operators increase their service offering at minimal cost”, commented Craig Halliday, COO of eServGlobal. “We are pleased to be able to deliver HomeSend’s much needed service to Moroccan subscribers and their communities and look forward to assisting further operators in the region.”

### **About BICS**

BICS delivers best in class global solutions for Voice, Messaging, Roaming, Connectivity and Mobile Financial Services to hundreds of telecommunication providers around the world.

With our passionate and creative teams located in Brussels, Bern, Monaco, Dubai, Singapore and New York, we continuously strive to provide our customers with the highest levels of quality, reliability and interoperability that enable them to maximise end-user value.

Our innovative approach is visible through our place at the forefront of the market consolidation and technology advancement. We are a joint venture of Belgacom, Swisscom and MTN, and have rolled out transformative Next Generation Networks (NGN). This together with our continued focus on Value Added Services for Mobile Operators and our growth strategy has enabled us to reach a world-leading position both on the International Voice and Mobile Data markets.

For more information, please visit: [www.bics.com](http://www.bics.com).

### **About HomeSend**

The HomeSend service, based on eServGlobal’s technology, is the first mobile centric global hubbing service for international remittance, airtime exchange and roaming recharge, endorsed by the GSM Association.

For more information on HomeSend, please see [www.homesend.com](http://www.homesend.com).

### **About eServGlobal**

eServGlobal provides solutions for Smarter Transaction Management, driving more value from each telecom transaction.

We enable new business models for tomorrow, while maximizing our customers’ investments today. Mobile, fixed, internet and multi-play communications providers use our world-leading, real-time capabilities to significantly increase revenues, customer loyalty and expenditure efficiency.

Today more than 80 customers, in over 50 countries, perform over 2.4 billion transactions per day using our solutions.

Our customers drive our solutions, which we then rapidly develop and deploy. This customer led approach to our business enables our customers to quickly create and launch new services and personalized, real-time promotions to lead and innovate in their markets.

eServGlobal specializes in agile convergent charging and rating, mobile payment and retention solutions. Our HomeSend solution is the only GSMA endorsed mobile-centric international remittance hub, allowing operators rapid access to this lucrative market.

eServGlobal is listed on the Australian Securities Exchange (ESV) and the London Stock Exchange AIM (ESG). More information can be found at: [www.eservglobal.com](http://www.eservglobal.com)

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