



## eServGlobal and Orange Successfully Launches FlexiContent

**Paris: 12 February 2010**

eServGlobal Limited (LSE: ESG & ASX: ESV), a provider of smarter transaction management solutions in Charging, Payment, Retention and Network Services, today reported the successful launch of its FlexiContent service during the African Cup of Nations (CAN).

eServGlobal's FlexiContent service is a carrier grade service that uses a rapid application development environment allowing operators to offer new content and two way message-based services without any set-up costs. Mobile Network Operators will be able to generate immediate new revenue from popular events such as sporting competitions.

The African Cup of Nations Infotainment service based on eServGlobal's FlexiContent, progressively gained 12 Orange affiliates within one month. Using SMS, USSD, XML triggers and web based bearers, eServGlobal's FlexiContent allowed Orange affiliates' subscribers in Africa to use Premium SMS to get the all important 'live scores' in real time and to play a variety of games, such as Instant Win, Predict & Win and Credit Goal, where subscribers play for airtime or financial rewards.

The African Cup of Nations was a successful rehearsal before THE big event of the football year. eServGlobal is now preparing for the 2010 FIFA World Cup, which is expected to attract the attention of over 1 billion subscribers in June and July this year. FlexiContent, with additional assorted services, is expected to be particularly popular.

"We immediately knew that the Infotainment service would be highly valued by our customers when they needed real time results or just wanted to enjoy playing for airtime during [the African Cup of Nations], said Didier Lombard, Chairman & CEO, Orange Group. "As it was a new service, we found the revenue-sharing system most appealing, allowing us to generate new revenue, without any CAPEX."

Richard Mathews, CEO, eServGlobal, said "We are proud of the quality and carrier grade performance of our platform and of our team's responsiveness and proactive set-up of new services tailored to the requirements of each of the connected carriers. The FlexiContent service can be opened up to an infinite number of events and interests, with endless opportunities for savvy operators."

eServGlobal will be providing demonstrations at the 2010 Mobile World Congress (Hall 8 Stand 8A69), where operators can experience betting on virtual games.

### **About Orange**

The Orange Group had consolidated sales of 53.5 billion euros in 2008 and a customer base of more than 189 million customers in 30 countries at 2009, September 30. Orange, the Group's single brand for Internet, television and mobile services in the majority of countries where the company operates, now covers more than two-thirds of customers. At the end of September 2009, the Group had 128,8 million mobile customers worldwide and 13,4 million broadband internet (ADSL) customers in Europe.

The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system.

### **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.

Our solutions perform over 2.4 billion transactions per day. eServGlobal has the largest convergent charging and payments installed base in the world.

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.

eServGlobal is listed on the Australian Stock 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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