



eServGlobal Limited (eServGlobal or the “Company”)

mCoin Asia launches eServGlobal’s mobile money solution

Paris: 25 January 2012

eServGlobal announces that its PayMobile solution was this week launched by financial service provider, mCoin Asia to facilitate money transfer in Indonesia.

eServGlobal worked closely with the team at mCoin to develop a solution which met the requirements and specificities of the local market. The solution for mCoin was developed and implemented in a short time frame of less than 6 months and is now live and commercially available to customers.

Indonesia is an emerging market where migrant workers are moving from rural areas in search of better income in the cities. Mobile money can play a particularly important role in such economies, facilitating a cost effective, safe and consumer friendly service for users to transfer funds from the city to their loved ones in rural areas.

PayMobile is eServGlobal’s unified mobile money and recharge solution, deployed in more than 30 countries, used every day by more than 250 million prepaid subscribers worldwide.

“For this specific project we needed a company that could develop and deploy a customized solution in a very tight timeframe,” said Hendro Santoso, CEO, mCoin, “eServGlobal approached this project as a partnership and supported us through every step. We are very pleased with the outcome and look forward to further success together.”

“We have a proven track record in delivering mobile money solutions,” said Craig Halliday, CEO, eServGlobal, “We built on these foundations to develop an offering which met mCoin’s needs, resulting in a live mobile money service less than six months from contract signature.”

As mCoin look to expand their services in Indonesia and other markets, eServGlobal will provide ongoing support to roll out further innovations, meeting the needs of mCoin and their subscribers.

About eServGlobal

eServGlobal specializes in Mobile Money solutions and Value-Added Services (VAS), to help Mobile 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 75 customers in over 55 countries.

For more than 25 years mobile and financial service providers have used eServGlobal solutions to lead and innovate in their local markets, leveraging their core assets and their trusted agent and subscriber relationships.

Paris Headquarters

244, avenue Pierre Brossolette
92245 Malakoff Cedex
France

T: +33 1 46 12 58 85
F: +33 1 47 35 07 88
www.eservglobal.com

With 13 offices globally, eServGlobal provides full “end-to-end” and “any account to any account” Mobile Money Services and International Remittance Services. The HomeSend solution is the only mobile-centric international remittance hub to gain endorsement from the GSM Association. The HomeSend Certification Program ensures security and interoperability by certifying domestic mobile wallet providers, money transfer organizations, and financial service providers to connect to the hub.

eServGlobal’s Value-Added Services in promotions, loyalty and messaging enable service providers to engage with their subscribers in a personalized and dynamic manner.

To reduce time-to market and to meet the needs of operators and banks, eServGlobal provides multiple licensing alternatives as well as SaaS-based products and services.

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

About mCoin

mCoin is an official remittance company by Indonesian regulators which focused to become the most trusted mobile based transactions facilitators for end users as well as for each stakeholders in the business ecosystem. mCoin serve and manage the underbanked people and massive number of working class communities so they can benefit the use of mobile technologies to facilitate their needs of financial access.

With the high number of the unbanked and underbanked people, supported by the massive growth of mobile phone use in Indonesia, mCoin provide the distribution channel for financial solutions for the people to send money that can be taken anywhere and anytime.

Supported by eServGlobal’s solutions, mCoin’s access through the service units will be spread from urban to rural or even the remote areas as long as there is still available telecommunications network.

For further information, please contact:

eServGlobal

Alison Cheek, Communications Manager

www.eservglobal.com

T: +33 (0) 1 4612 7746

Cenkos Securities plc

Ivonne Cantú/Stephen Keys (Nomad)

www.cenkos.com

T: +44 (0) 20 7397 8980

Threadneedle Communications

Caroline Evans-Jones/Josh Royston/Hilary Millar

www.threadneedlepr.co.uk

T: +44 (0) 20 7653 9850

Mobile Coin Asia

| Adian Adhitama Bachtiar, VP Business & Strategic

www.mcoinasia.com

T: +62 81 89 10101