



eServGlobal

LSE: ESG
London Stock Exchange, AIM market

ASX: ESV
Australian Stock Exchange



- Telephone companies run complex communications networks which connect and manage billions of phone calls instantly.
- IN software makes the network *intelligent* – providing *services* as well as phone-calls. We build that software.
- eServGlobal specialises in charging and messaging
 - Re-charging the balance of a pre-paid mobile phone
 - Charging for calls, services and data in real time
 - Voice mail, SMS messaging and content delivery
- Global IN market valued at US\$2.6billion (2007) *Gartner Dataquest*
- Convergent billing market: US\$0.5billion (2007) *Juniper Research*

eServGlobal provides exposure to...

Developing world

- *Our revenue: **77%** Middle East / Asia*

World's highest telecom growth rates
Middle East / Asia / Africa / Latin Am.

Payments revolution

- *Our revenue: **72%** Charging & Recharge*

In developing world, telcos are the new banks
Charging and recharge drive their cash flow

Software revolution

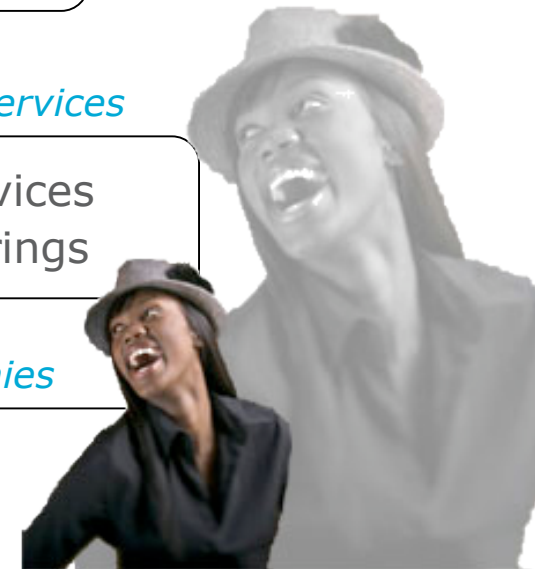
- *Our revenue: **100%** software & related services*

Telcos compete through promotions & services
Require ability to create personalized offerings

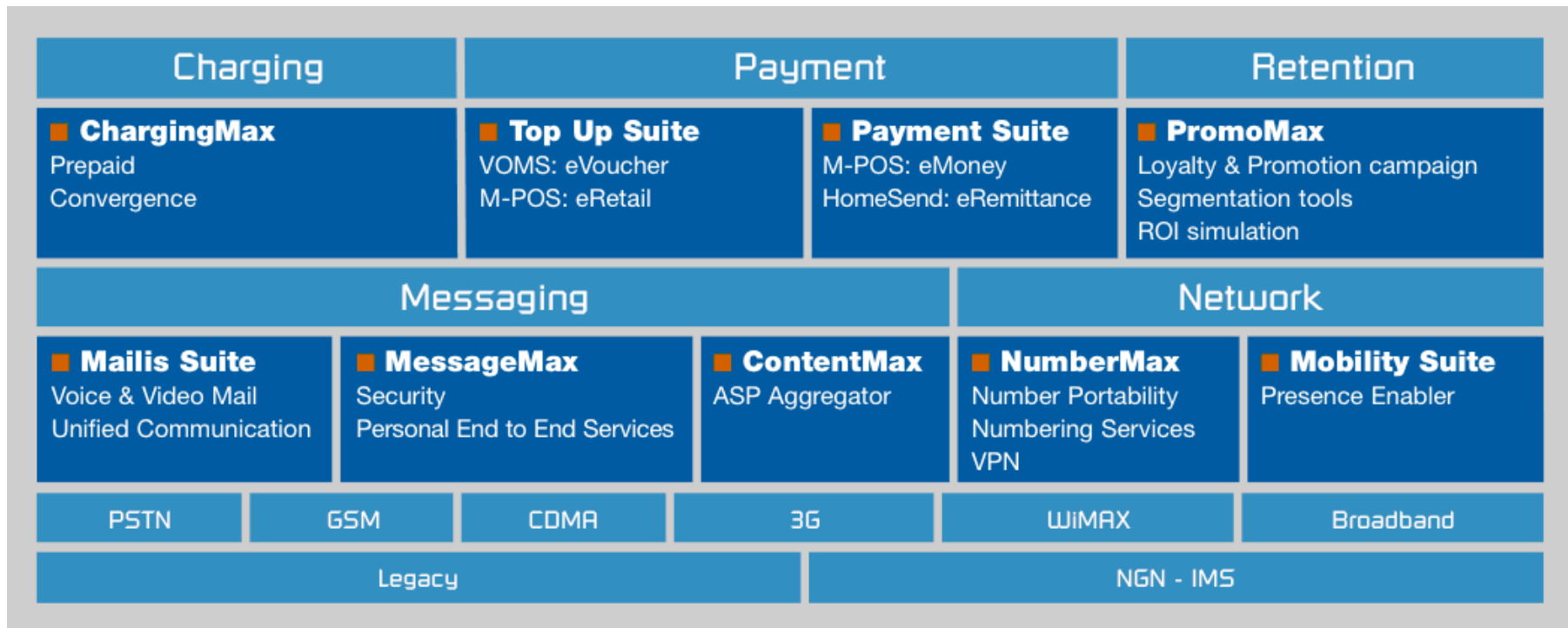
Big, sticky customers

- *Our customers: **100%** telephone companies*

Replacing network systems is high risk
Ongoing support annuities in all cases



Innovative portfolio of products



Installed Base includes 80+ carriers in 50+ countries



 eServGlobal's Offices

eServGlobal's Customer Locations include:

Europe / Middle East / Africa

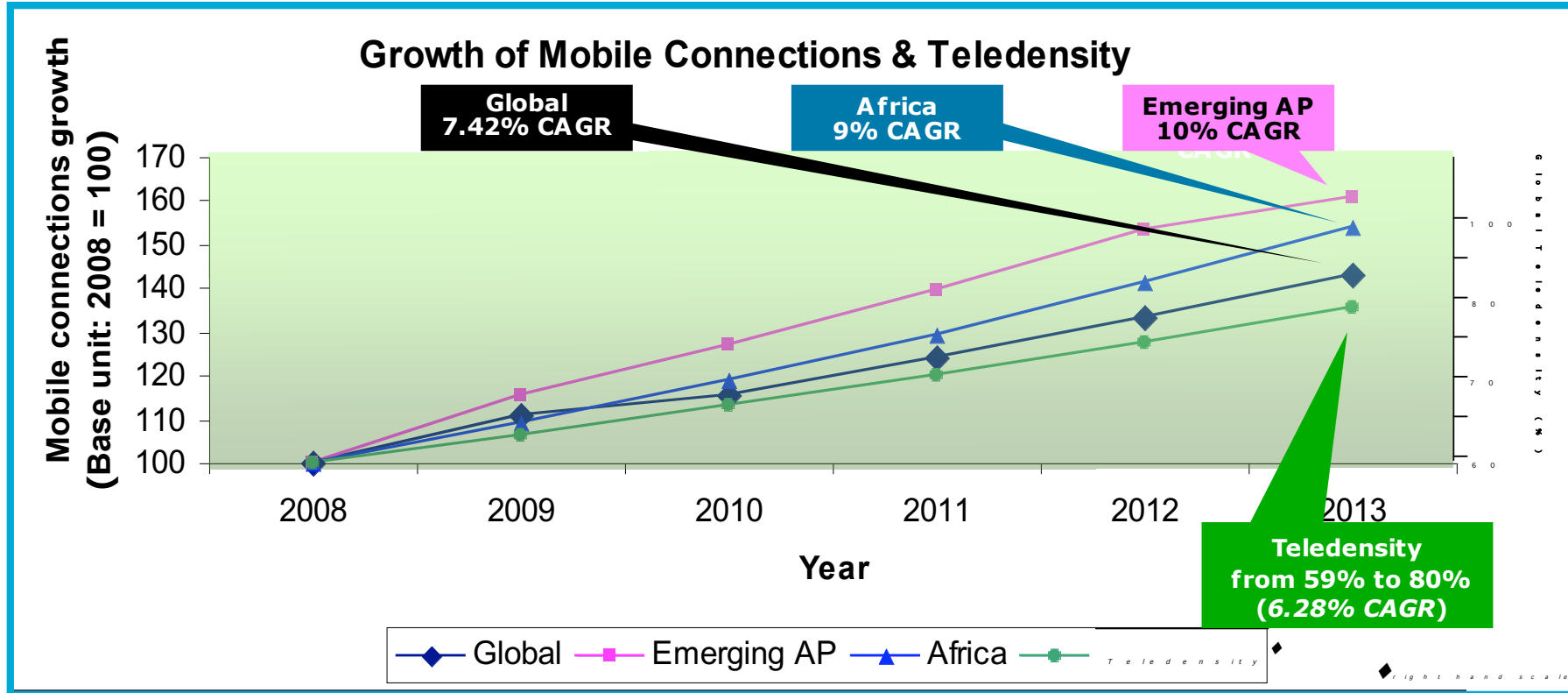
Belgium	Spain	Pakistan	Congo
Bosnia	Switzerland	Saudi Arabia	Ivory Coast
Bulgaria	Turkey	U.A.E.	Lesotho
Croatia	The Netherlands	Yemen	Madagascar
Czech Republic	United Kingdom		Morocco
Denmark			Nigeria
France	Egypt	Algeria	Tunisia
Hungary	Jordan	Botswana	
Malta	Kuwait	Burundi	
Poland	Lebanon	Chad	
Romania	Oman		
Slovenia			

Asia / Pacific

Australia	Nepal
China	New Zealand
India	Taiwan
Indonesia	Thailand
Malaysia	

Americas

Argentina
Nicaragua
United States
Mexico
Uruguay



Emerging AP = Asia Pacific, excluding OECD nations, China and India

Data source: Ovum, Dec 2008

'Mobile relatively resistant to macroeconomic factors'

'Mobile services are becoming so affordable and pervasive that people without mobile connectivity today will still seek mobile services and those with a mobile will seek to protect their connection, potentially at the expense of other spending.' - Ovum, Dec 2008.



First Half Results

FY09 First Half Results

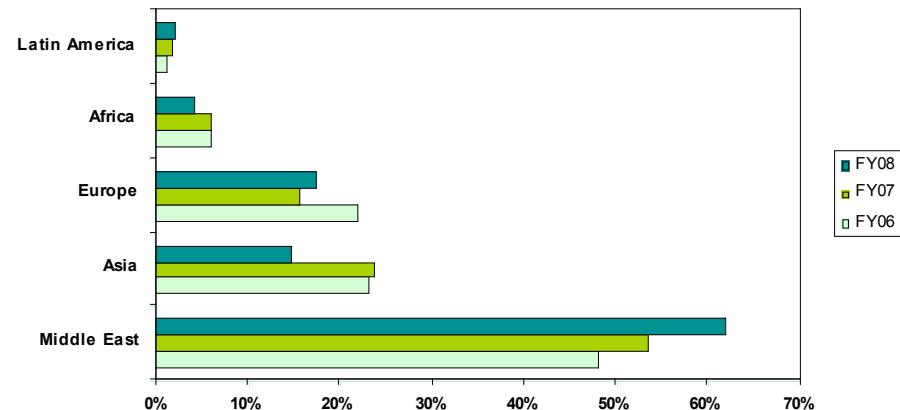
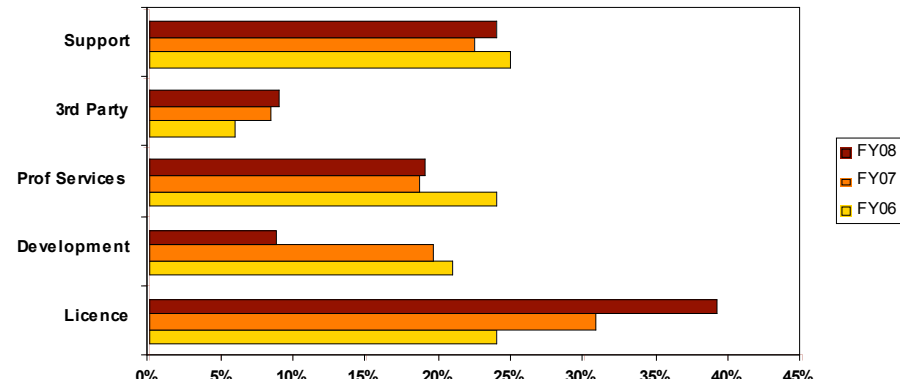
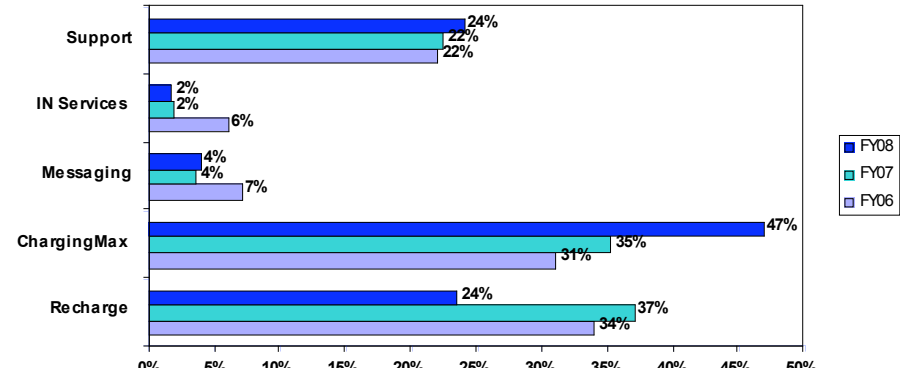
	Six months to 31 Dec 2008	Six months to 31 Dec 2007
	AUD '000	AUD '000
Sales Revenue	83,093	91,194
Cost of Sales	41,560	43,572
Gross Profit	41,533	47,622
Other Revenue	214	121
Research & Development Costs	11,060	14,622
Sales & Marketing Costs	11,849	8,176
Administration Costs	11,773	11,753
Total Opex	34,682	34,551
EBITDA	7,065	13,192
Depreciation	1,708	1,492
Amortisation	3,847	3,411
EBIT	1,520	8,289
Interest Expense	105	169
Profit before Tax	1,415	8,120
Tax Expense / (Benefit)	689	2,875
Profit after Tax	726	5,245
Minority Interest	124	51
Profit attributable to members	602	5,194

Results for the year to 30 June 2008				
	Full Year to 30 June 08		Full Year to 30 June 07	
	A\$	% of Revenue	A\$	% of Revenue
Sales Revenue	177,934		153,591	
Cost of Sales	82,721		80,378	
Gross Profit	95,213	53.5%	73,213	47.7%
Other Revenue	272		188	
R&D	25,062	14.1%	18,771	12.2%
Sales and Marketing Costs	20,271		15,835	
Administration Costs	25,990		19,861	
EBITDA	24,162	13.6%	18,934	12.3%
Amortisation (1)	6,883		6,975	
Depreciation	2,997		2,577	
EBIT	14,282		9,382	
Interest Expense	400		266	
Profit Before Tax	13,882		9,116	
Tax Expense	3,342		3,506	
Profit After Tax	10,540		5,610	
Minority Interest	149		185	
Profit Attributable to Members	10,391		5,425	

Products	FY06	FY07	FY08
Recharge	34%	37%	24%
ChargingMax	31%	35%	47%
Messaging	7%	4%	4%
IN Services	6%	2%	2%
Support	22%	22%	24%
	100%	100%	100%

Revenue Breakdown	FY06	FY07	FY08
Licence	24%	31%	39%
Development	21%	20%	9%
Prof Services	24%	19%	19%
3rd Party	6%	8%	9%
Support	25%	23%	24%
	100%	100%	100%

Region	FY06	FY07	FY08
Middle East	48%	53%	62%
Asia	23%	24%	15%
Europe	22%	15%	17%
Africa	6%	6%	4%
Latin America	1%	2%	2%
	100%	100%	100%





New Products

Synergistic Value for Operators & Social Networking Sites

Our Product

- Social Relationship Manager sitting in the operator domain
- Adjunct module to leverage existing CAPEX investments
- Providing social tariff management, service bundles, promotions to stimulate use
- Providing interfaces to SNS sites for cross domain logic

Value for Operators

- Take to market service innovation
- Reduce CHURN and acquisition cost using SRM BI
- Move operators value to the top of the SNS value chain
- Benefit from viral marketing and increased brand awareness
- Non-intrusive architecture: prepaid, convergent or stand alone

Value for Social Networking Sites

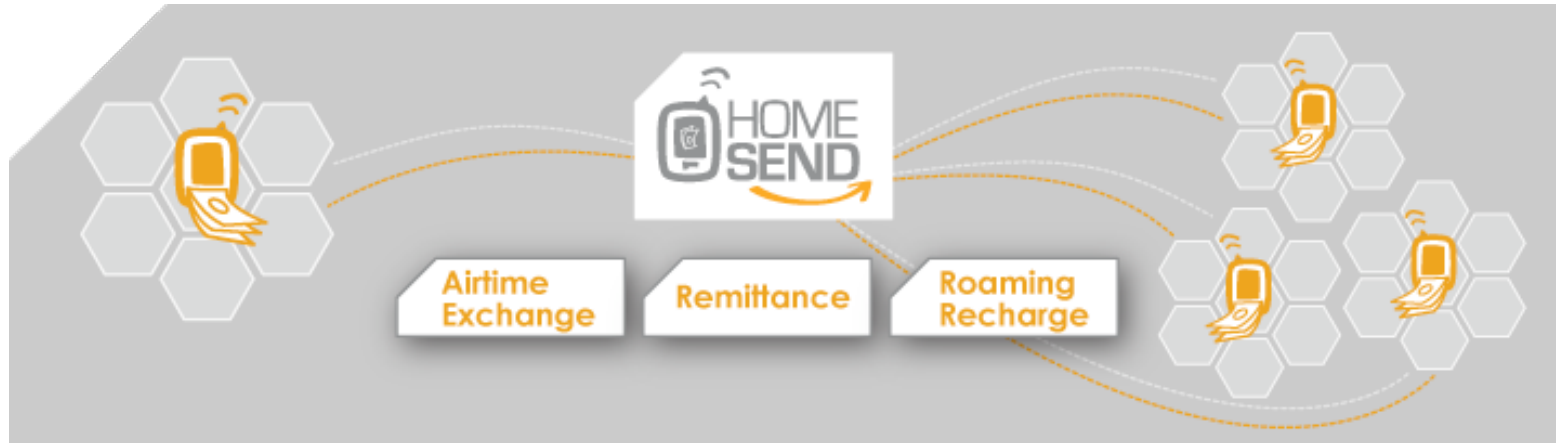
- Drive the adoption of Mobile Social Networking
- Increase advertising appeal through co-branding
- Increased application functionality to drive single portal approach

SRM

monetising social relationship for carriers



HomeSend: Mobile Remittance



- ◊ Global Hubbing Service Offering Cross Border Person-to-Person Transfer
- ◊ Mobile Centric from Sender to Receiver
- ◊ One-time Setup to Reach the World (On top of world's largest GRX network)
- ◊ Single Technical and Commercial Interface
- ◊ Fully Compatible with Any m-Wallet System and Bearer
- ◊ Combined solution for:
 - Airtime Exchange (Airtime to Airtime & m-Wallet to Airtime)
 - Remittance (m-Wallet to m-Wallet)
 - Roaming Recharge - Top Up (ATM Recharge & POS Recharge)



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