



## **eServGlobal and Bull Announce their Partnership to Deliver Communication 2.0 Services**

**Sydney, Paris, 10 July 2008**

eServGlobal Limited (LSE: ESG & ASX: ESV), a provider of end-to-end solutions, enabling smart communication and payment services for service providers on any generation network, and Bull, a leading systems and integration company with a presence in Europe, Africa, the Caribbean and Latin America, today announced their partnership to offer value added communication solutions: initially with messaging for the new Communication 2.0 environment, and future opportunities in charging and mobile payment, bringing an enriched user experience and driving new revenue opportunities for telecoms operators.

Bull already has strong know-how in integrating Value Added Services for Telcos, and has references worldwide: in France, where operators are launching innovative services, as well as in emerging markets, by supporting exceptional market growth. Under the partnership agreement, Bull will perform full integration of the eServGlobal's solutions, delivering rapid and reliable installation, and allowing clients to take advantage of their innovative and flexible offerings. Two customer projects are already underway as a result of the agreement.

The eServGlobal Messaging Suite enables reliable delivery of multimedia services such as SMS Call Notify, Voice SMS, Push Voicemail, voice & video mail, unified mail, and video blogging. The Mailis Suite is deployable in all types of networks, from conventional to IMS, and ultimately unleashes the potential of rich content creation in messaging, thereby enabling new revenue generation from advertising and content resale. In addition, eServGlobal's Charging Suite responds to the increasingly sophisticated charging and billing challenges of innovative services.

Laurent Lafarge, Chief Executive Officer of eServGlobal said "The first stage of this new partnership will combine the strength of Mailis Suite's sophisticated messaging offering with Bull's experience in system integration and proven expertise in voice messaging systems. We are currently working together to provide joint solutions using other eServGlobal products."

Jean-Francois Leprince-Ringuet, Worldwide Telecommunications & Media Director of Bull said "As an industrial integrator, we consider that our partnership with eServGlobal will significantly enrich the range of Value Added Services that we propose to our customers. Moreover, as solutions from eServGlobal are robust and scalable, they enable us to take full advantage of Communication 2.0, Charging and Mobile Payment opportunities."

### **About eServGlobal**

eServGlobal (LSE: ESG & ASX: ESV) invents smart communication and payment services for telecommunications service providers operating on all generation networks.

eServGlobal's innovative solutions help service providers to grow new revenues, reduce

churn, and lower costs. In addition, service providers are assured of seamless evolution to new network architectures, such as IMS and beyond.

As payment is crucial, eServGlobal's Charging Suite responds to increasingly sophisticated charging and billing challenges while providing advanced recharge and m-payment solutions. The innovative Retention Suite delivers targeted incentives to increase customer satisfaction and retention. Meeting customer demand for new communication experiences, the eServGlobal Messaging Suite enables reliable delivery of multimedia services such as unified messaging, video blog, SMS, and instant messaging. The Network Suite supplies enhanced personalisation and network optimisation.

Over 80 of the world's leading service providers, with over 400 million mobile subscribers in more than 50 countries, are taking advantage of eServGlobal's end-to-end solutions and expertise to quickly deliver revenue-generating services. With 14 offices around the world and staff from 20 different countries, we provide flexible solutions with ongoing product development, based on a deep understanding of our customers' challenges.

eServGlobal is listed on the Australian Stock Exchange (ASX: ESV) and the London Stock Exchange AIM market (LSE: ESG). In the year to 30 June 2007, eServGlobal reported a net profit before tax of A\$9.1 million, up 104% from the previous year. A dividend of 2 cents per share was paid. More information can be found at: [www.eservglobal.com](http://www.eservglobal.com)

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## **About Bull, Architect of an Open World**

As one of the leading European IT companies, Bull delivers open, flexible and secure information systems. The group helps public and private sector customers transform their information systems, applying its know-how and expertise in three main areas:

- Capitalizing on its extensive mainframe experience, Bull designs and produces robust, innovative and open servers, based on industry-standard technologies;
- Building on its alliances with leading ISVs, Bull develops and implements flexible and interoperable application infrastructures which give business processes the freedom to evolve;
- Bringing together recognized expertise in end-to-end IT security, Bull secures data and exchanges that are so critical in preserving customers' business integrity.
- Bull has a particularly strong presence in the public, healthcare, finance, telecommunications, manufacturing and defense sectors. Its distribution network and business partners cover more than 60 countries worldwide.

For more information visit: <http://www.bull.com>

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