



eServGlobal Limited (eServGlobal or the “Company”)

## **eServGlobal to showcase its mobile money solution at the Zain Technology Conference**

Paris: 17 November 2014

**eServGlobal** (LSE: ESG.L & ASX: ESV.AX), the provider of end-to-end mobile financial services to emerging markets, is pleased to be presenting a live demo of its mobile money and EVD (Electronic Voucher Distribution) solution at the 4<sup>th</sup> annual Zain Technology Conference (ZTC) in Istanbul this week. Zain, a tier 1 mobile telecommunications group with eight operations across the Middle East and Africa, is hosting the event to highlight the latest innovations that support and drive Zain’s operations and strategy.

eServGlobal last year announced a three-year framework agreement with the Zain Group to provide an end-to-end mobile money and EVD solutions across Zain Group’s operations.

Mobile money and mobile financial services are a key element in the Zain Group strategy. Through innovative product design and marketing strategies, Zain aims to maximise the benefit of mobile money and give customers new alternatives to financial transactions. Zain Group coverage extends to more than 44.4 million subscribers spanning Kuwait, Bahrain, Iraq, Jordan, Lebanon, Saudi Arabia, South Sudan and Sudan. Notably, in several of Zain’s markets, over 90% of the population does not have access to banking facilities.

**Paolo Montessori, CEO, eServGlobal**, said, “We have worked closely with Zain to launch mobile money solutions which will not only meet the needs of their users today, but will grow in size and features to exceed expectations for years to come. Mobile money is a rapidly evolving space and we are committed to working with Zain to ensure our solutions are putting next-generation services in the hands of their users.”

**Scott Gegenheimer, CEO, Zain Group**, commented, “ZTC is growing bigger with every passing year, reflecting the development of the dynamic telecommunications industry, where today’s innovations are tomorrow’s differentiators. Together with our trusted partners, technology innovation and its implementation to enhance our customer’s mobile experience lies at the heart of what Zain is doing.”

Zain promotes the main benefits of mobile money to consumers as:

- Convenience and easy-of-use as it gives straightforward access to money anywhere at anytime
- Mobile money is secure and more flexible than cash, allowing consumers to make payments remotely
- Mobile money provides an affordable way to access banking facilities
- One-stop shop experience
- Multiple services are available over the mobile platform such as being able to make calls, send SMS, send airtime, access bank account, and send money

Zain’s mobile commerce services have a transformational effect on unbanked populations as they open financial systems to formally excluded population segments. This kind of change is crucial in emerging markets where financial inclusion is key to economic development. In addition to unbanked members of the population, mobile money services will also be offered to small and medium sized enterprises (SME), which will facilitate further economic development and GDP growth.

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### **About eServGlobal**

eServGlobal (LSE: ESG.L & ASX: ESV.AX) offers mobile money solutions which put feature-rich services at the fingertips of users worldwide, covering the full spectrum of mobile financial services, mobile wallet, mobile commerce, recharge, promotions and agent management features. eServGlobal invests heavily in product development, using carrier-grade, next-generation technology and aligning with the requirements of more than 65 customers in over 50 countries.

Together with MasterCard and BICS, eServGlobal is a joint venture partner of the HomeSend global payment hub, a market leading solution based on eServGlobal technology and enabling cross-border money transfer between mobile money accounts, payment cards, bank accounts or cash outlets from anywhere in the world regardless of the users location.

eServGlobal also builds on its extensive experience in the telco domain to offer a comprehensive suite of sophisticated, revenue generating Value-Added Services to engage subscribers in a dynamic manner.

eServGlobal has been a source of innovative solutions for mobile and financial service providers for 30 years.

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