



eServGlobal Limited (eServGlobal or the “Company”)

HomeSend and Azimo launch new mobile money services throughout Africa and Asia-Pacific Paris: 21 July 2015

eServGlobal (AIM:ESG & ASX:ESV) is pleased to announce an agreement between [HomeSend](#) and [Azimo](#) to launch new mobile wallet services in ten countries throughout Africa and Asia-Pacific – reaching millions of mobile money subscribers. HomeSend is a joint venture created by [MasterCard](#), [eServGlobal](#) and [BICS](#).

Following is the full announcement made today by HomeSend and Azimo.

About eServGlobal

eServGlobal (AIM:ESG, ASX:ESV) 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 60 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 has been a source of innovative solutions for mobile and financial service providers for 30 years.

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HOMSEND AND AZIMO LAUNCH NEW MOBILE MONEY SERVICES THROUGHOUT AFRICA AND ASIA-PACIFIC

10 New Mobile Wallet Remittance Services Bring Increased Choice and Flexibility in Sending Money to Loved Ones Back Home

Brussels, BE and LONDON, UK – July 21, 2015 – [HomeSend](#) and [Azimo](#) today announced the launch of new mobile wallet services in ten countries throughout Africa and Asia-Pacific – [reaching millions of mobile money subscribers. Azimo customers in 20 European countries are now be able to send funds to mobile money accounts of loved ones in Armenia, Burkina Faso, Fiji, Ghana, Indonesia, Kenya, Nepal, Nigeria, the Philippines and Somaliland.](#)

HomeSend, the global remittance hub, is a service that bridges the gap between various entities globally such as financial institutions, non-financial entities and mobile network operators. Through HomeSend, Azimo customers will be able to conveniently send money directly – and in real-time – to a recipient’s mobile money account linked to their mobile number versus having to send funds via an over-the-counter agent or directly to a bank account.

“We’ve seen an increased desire for people to be able to safely send funds via mobile money accounts,” said Stephen Doyle, CEO of HomeSend. “This form of money transfer has gained particular popularity due to its convenience, security, competitive pricing and near-instant delivery times.”

“Azimo is focused on being the universal digital platform for remittances. With cash payout, direct to bank account, mobile top-up and even home delivery money services in over 200 countries, we already have the most comprehensive network of any digital player” said Michael Kent, Founder and CEO of Azimo. “This tie up with HomeSend to offer more mobile wallet services is a major step on our journey.”

The World Bank estimates that global remittance market will continue to grow this year to a projected total of \$586 billion, underscoring the demand for people to have access to safe and secure ways to send and receive funds.

“Our partnership with Azimo adds to the tremendous reach of the HomeSend network,” added Doyle. “We’re excited that these kinds of meaningful partnerships are helping to not only give consumers access to safe ways to send funds, but also drive more financial inclusion around the globe.”

About Azimo

[Azimo](#) is a London-based online money transfer service, changing the way people send money around the world. Honest, transparent and social, Azimo is the cheapest and easiest way to send money to over 200 countries across the world, from any internet connected device.

www.azimo.com

www.facebook.com/azimomoney

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About HomeSend

[HomeSend](#) is a joint venture created by [MasterCard](#), [eServGlobal](#) and [BICS](#) that enables B2B cross-border and cross-network value transfers through a single connection. It builds on the successful deployment of mobile enabled person-to-person transfers in emerging markets and the digitization of money transfer services. The HomeSend service innovatively bridges the gap between finance and telecommunication service providers and enables consumers to send money to and from mobile money accounts, payment cards, bank accounts or cash outlets – regardless of their location or that of the recipient.