



eServGlobal Limited ("eServGlobal" or the "Company")

Placing

Paris: 23 December 2014

eServGlobal (AIM: ESG & ASX: ESV), the provider of end-to-end mobile financial services to emerging markets, announces that it has entered into subscription agreements with existing and new Australian institutional investors for the Company to issue a total of 10,000,000 new ordinary shares ("New Shares") at A\$0.55 (28.69 pence) per New Share, raising gross proceeds of AUD\$5.5 million (£2.87 million) before costs (the "Placing").

The net proceeds from the Placing will allow eServGlobal to invest in the rapid deployment of existing projects, following which the Company expects to benefit from the customer project lifecycle moving into higher margin work such as the expansion of services, and capacity extensions as subscriber numbers increase. The Company will also invest in the ongoing development of the PayMobile platform. This highly scalable and modular platform is expected to open new opportunities with channel partners and new customer types on both a global and local level. Further detail on the use of proceeds is set out in the Annexure.

The New Shares, when issued, will be credited as fully paid and will rank *pari passu* with the existing issued ordinary shares, including the right to receive all dividends and other distributions declared, made or paid on or in respect of the ordinary shares after the date of issue of the New Shares. The New Shares represent 3.92% of the Company's existing issued ordinary share capital, and will be issued by the Company pursuant to existing authorities granted to the Directors.

Application will be made for the New Shares to be admitted to trading on AIM ("Admission"), and it is expected that Admission will become effective, and trading in the New Shares will commence on 2 January 2015.

Following the issue of the New Shares, the Company will have 264,974,052 ordinary shares in issue. This figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure and Transparency Rules.

Veritas Securities Limited acted as sole bookrunner in respect of the Placing.

The investor presentation for the Placing is available at:

<http://www.eservglobal.com/investors/financial-reports-presentations/2014>

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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 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.

Annexure

Use of Proceeds

	AUD \$M	Note
Geographic expansion	1.2	1
Eliminate fixed cost	0.8	2
Accelerated development	0.8	3
Accelerate delivery of key projects	1.2	4
Strengthen Balance Sheet	1.2	5
Total	5.2	

Notes

1. Investment in new headcount for geographic expansion and channel sales enablement to further reduce reliance on Middle East & Africa & expand sales footprint.
2. Rationalise legacy fixed cost base. Return on investment anticipated in approximately 12 months.
3. Finalise industrialisation of PayMobile 3.0 for Channel sales enablement. Effective channel operation will enable eServGlobal to accelerate new customer acquisition and improve gross margins.
4. Acceleration of project milestone deliverables resulting in improved margins, cash flow and expedition of license capacity extensions.
5. Working capital to address short term operational requirements and cash collateral to support the issuance of short term performance bonds for new customer contracts. Pursuit of sizeable Telecom Operator Group deals.