

eServGlobal Limited (eServGlobal or the “Company”)

## **eServGlobal launches smartphone app for mobile money in emerging markets**

Paris: 24 June 2015

eServGlobal (AIM:ESG & ASX:ESV), the provider of mobile financial services to emerging markets, is pleased to announce the launch of its smartphone app for mobile money services in emerging markets. The white-label app will be part of eServGlobal’s end-to-end mobile money solution, supporting deployments worldwide.

The app has already been sold to five existing eServGlobal customers including projects in Cabo Verde, Armenia, and Somalia. Service providers can easily configure the app to suit the needs and brand of their deployment. The app will be available for end users through an app store and is available for both Android and iOS devices, serving more than 95% of the market.

**Stephen Blundell, COO, eServGlobal**, said, “Mobile money in emerging markets is a rapidly evolving space and service providers need solutions which anticipate their subscribers needs and enable them to propose industry leading features. With the rapid spread of low-cost smartphone through emerging markets, service providers need to look to features such as apps to ensure the success of their mobile money offering.”

eServGlobal has published a white paper on the demand for smartphone apps in emerging market mobile money deployments which is available at: <http://www.eservglobal.com/resourcecenter/whitepapers>

The app is part of eServGlobal’s PayMobile solution, which offers the full-spectrum of mobile wallet, mobile commerce, recharge and agent management features. Offering a comprehensive solution for service providers in emerging markets to offer mobile money solutions to meet the needs of the more than 2 billion unbanked adults worldwide.

Smartphone use in emerging markets is expected to experience significant growth in the coming years following the market-entrance of low cost handsets, starting as low as US\$25. Industry body, the GSMA, reports that, “Smartphone penetration has now reached 35% worldwide, and we forecast this to rise to 65% by 2020. Translated into absolute terms, this is an increase of 3 billion users between 2013 and 2020. However, unlike the boom to now, emerging markets will drive this next wave of growth, presenting a vast and largely untapped audience with a low cost route onto the internet<sup>1</sup>.”

The rise of smartphones in emerging markets will give users unprecedented access to the mobile Internet, changing the shape of mobile financial services. The inclusion of an app as part of a mobile money deployment will improve end-user experience, and address useability barriers which have hampered service uptake, helping to overcome potential literacy and cultural barriers through features such as a graphical user-interface.

The app could also offer the possibility to combine mobile money with social network use. Many emerging markets, such as in South-east Asia already have extremely high adoption of social networks. The ability to leverage a user’s social network to encourage mobile payments such as domestic remittance or merchant payment is a significant opportunity for mobile money service providers.

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<sup>1</sup> <https://gsmainelligence.com/research/2014/12/smartphones-in-emerging-markets/450/>

## 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.

[www.eservglobal.com](http://www.eservglobal.com) | [www.mobilemoneychannel.com](http://www.mobilemoneychannel.com) | [@eservglobal](https://twitter.com/eservglobal)

### For further information, please contact:

#### **eServGlobal**

Alison Cheek, Communications Manager

**[www.eservglobal.com](http://www.eservglobal.com)**

T: +33 (0)1 4612 7746

#### **Canaccord Genuity Limited (Nomad and Broker)**

Simon Bridges / Cameron Duncan / Emma Gabriel

**[www.canaccordgenuity.com](http://www.canaccordgenuity.com)**

T: +44 (0) 20 7523 8000

#### **Charles Stanley Securities**

Dugald Carlean/Paul Brotherhood

**[www.csysecurities.com](http://www.csysecurities.com)**

T: +44 (0) 20 7149 6000

#### **Newgate**

Adam Lloyd / Helena Bogle

**[www.newgatecomms.com](http://www.newgatecomms.com)**

T: +44 (0) 20 7653 9850