



eServGlobal Limited (eServGlobal or the “Company”)

## HomeSend and Geoswift join forces to bring safe, secure cross-border money transfer to China

Paris: 11 November 2015

eServGlobal (AIM:ESG & ASX:ESV) is pleased to announce an agreement between [HomeSend](#) and [Geoswift](#) to provide streamlined, efficient payment services into China. Through the partnership with Geoswift, HomeSend’s global partners can now provide their customers with the ability to send money directly to consumers and businesses in China, in local currency.

HomeSend is a joint venture between [MasterCard](#), [eServGlobal](#) and [BICS](#).

The full announcement made today by HomeSend is set out below.

### 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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## **Geoswift and HomeSend join forces to bring Safe, Secure Cross-Border Money Transfer to China**

*HomeSend and Geoswift Partnership Opens Cross Border Payment Service to Cater to 35 Million Chinese residing outside of China*

**BRUSSELS – November 11, 2015** – [HomeSend](#), today announced an agreement with [Geoswift](#) to provide streamlined, efficient payment services into China. Through the partnership with Geoswift, HomeSend’s global partners can now provide their customers with the ability to send money directly to consumers and businesses in China, in local currency.

Geoswift is an innovative payment technology company connecting China and the rest of the world. Geoswift has a broad network of partners and direct merchants, both within China and worldwide, who rely on Geoswift for a one-stop cross-border payment solution into and out of China.

HomeSend, as a 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.

“Geoswift is committed to helping provide our clients and partners with safe, secure, best-in-class payment solutions for China,” said Raymond Qu, CEO Geoswift. “We look forward to working closely with HomeSend to extend its innovative cross-border payment services into China.”

“HomeSend continues to make significant progress towards our goal to build a world where international money transfer is safe, secure and affordable for all,” said Stephen Doyle, CEO, HomeSend. “The partnership with Geoswift connects HomeSend to the important Chinese receiving market, further reinforcing HomeSend’s position as the backbone of the international money transfer market.”

China is the second-largest payment receiving country in the world. The World Bank estimates that in 2014 more than US\$64bn was sent home to China by migrants living outside the country.

Geoswift’s coverage in China will enable HomeSend clients and hub members the ability to send funds to China smoothly and efficiently; with transactions settled to cards as well as bank accounts in Mainland China. Geoswift offers quick settlements, reaching the majority of the consumer and business accounts in China.

HomeSend enables the interconnection of an extensive range of payment services, allowing consumers to transfer funds directly using a mobile money account, payment card, bank account or cash at participating locations. Money can be sent from anywhere in the world by HomeSend’s partners. HomeSend is an ideal option for individuals working away from home to remit funds home to family and friends.

**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 digitalization 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.

**About Geoswift:**

Geoswift is an innovative payment technology company connecting China and the rest of the world. The company is comprised by the world's leading payment technology experts and by combining this deep understanding of the industry, technology, and global and China monetary policy. Geoswift provides clients with customized one-stop cross-border payment solutions to and from China. Geoswift is relied upon by the world's leading e-commerce companies, most prestigious universities and the largest brands in the travel industry to grow their businesses. Geoswift is the #5 non-bank acquirer of UnionPay International in North America, a co-issuer of MasterCard, and a long term partner of many other leading financial institutions. It also maintains 24 currency exchange outlets throughout China. Geoswift is headquartered in Hong Kong with operating offices in Shanghai, London, Vancouver, Seattle and San Francisco for strategic and regulatory functions.

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