



eServGlobal Limited (eServGlobal or the “Company”)

HomeSend launches remittance service with Hello Paisa in South Africa

Paris: 14 December 2015

eServGlobal (AIM:ESG & ASX:ESV) is pleased to announce an agreement between [HomeSend](#) and [Hello Paisa](#), a South African money transfer operator, to provide remittance services for users in South Africa. Through the partnership with HomeSend, Hello Paisa users have access to a fast and efficient way to send money to friends and family in other countries.

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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PRESS RELEASE

HomeSend launches remittance service with Hello Paisa in South Africa

New corridors extend quick, low-cost services money transfer services for users in South Africa

Johannesburg, 14 December 2015 – [HomeSend](#), the international payment and money transfer hub, today announced the launch of live remittance services for [Hello Paisa](#), a South African money transfer operator offering a fast and efficient way for customers to send money to friends and family in other countries.

A joint venture between [MasterCard](#), [eServGlobal](#) and [BICS](#), HomeSend is changing the way money moves around the world by bridging the gap between financial institutions, non-financial entities and mobile network operators. Through a connection to HomeSend, Hello Paisa users can now send international remittances to multiple new money transfer destinations including Kenya, Zimbabwe, Nigeria and Bangladesh.

“Our mission at Hello Paisa is to offer those migrants living and working in South Africa a secure, cost effective way of sending money to their loved ones all around the world with technology at the very core,” **said Mr Ahmed Cassim, CEO, Hello Paisa**. “Our partnership with HomeSend enables us to further extend these important services by offering cross-border remittance to key new markets.”

“As more and more people move away from their country of birth, the demand grows for innovative methods of money transfer to enable those living away to access safe and convenient ways to get funds back to the people they care about,” **said Stephen Doyle, CEO, HomeSend**. “The rise of mobile money has also built a demand for international money transfer direct to a mobile wallet. We will work with partners such as Hello Paisa to provide these important services to users in South Africa and around the world.”

According to the World Bank there are more than 1.8 million immigrants living in South Africa. This significant immigrant population has created a demand for cost-effective, safe remittance services in that country. The World Bank estimates that during 2014 migrants living in South Africa sent an estimated USD2.8bn in remittances to their family and friends in other countries.

HomeSend 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 Hello Paisa

Since being licensed by the South African Bank, [Hello Paisa](#) has successfully launched the remittance offering to migrants living and working in South Africa. Hello Paisa offers a convenient, secure and affordable means for migrants to send cash home. With Hello Paisa we

have taken the world's most expensive remittance corridor and turned it on its head, by lobbying legislation and most importantly leveraging technology to drive down the cost of remitting funds and making it accessible to all, by taking into account the constraints that exist in our target market, with Hello Paisa you can transact via our Android App, our call centre but most importantly we have built a USSD dial string which is FREE for the customer to dial and transact overcoming the access barrier that existed before, thus we have successfully managed to solve a problem where many have failed before and changed the face of remittance in South Africa forever.

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.