



eServGlobal Limited (eServGlobal or the “Company”)

## **eServGlobal to supply PayMobile to Armenia’s leading telecommunications operator VivaCell-MTS**

Paris: 12 June 2014

**eServGlobal** (AIM: ESG & ASX: ESV), the provider of end-to-end mobile financial services to emerging markets, announces the launch of its PayMobile platform with VivaCell-MTS, Armenia.

VivaCell-MTS is Armenia’s leading telecommunications operator and eServGlobal is providing electronic recharge for the customer’s subscriber base of over 2 million people. VivaCell-MTS is part of the MTS Group (Mobile TeleSystems OJSC), the leading telecommunications group in Russia and the CIS, offering mobile and fixed voice services in one of the world’s fastest growing regions. The MTS Group services over 100 million mobile subscribers in Russia, Ukraine, Armenia, Turkmenistan and Belarus.

**Paolo Montessori, CEO and Managing Director, eServGlobal**, said, “VivaCell-MTS Armenia is a new customer, in a new country for eServGlobal’s core business, demonstrating that our end-to-end solutions can be tailored to meet the diverse and varying needs of different geographies. We expect this project to strengthen our foundations within the MTS Group and the region.”

**Ralph Yirikian, VivaCell-MTS General Manager**, said, “VivaCell-MTS is committed to providing its subscribers with innovative telecommunication services and customer-tailored solutions. We choose our suppliers based on the capability of their respective technologies and ability to meet the Company’s continuous strive for leadership in innovation and high customer satisfaction.”

Through eServGlobal’s modular approach, VivaCell-MTS is able to optimise the solution to suit its needs today and also to grow the service by deploying new features as the subscriber base matures.

eServGlobal is currently supplying mobile money services to operators and service providers worldwide as well as supporting a substantial installed base of recharge customers.

### **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.

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**About VivaCell-MTS**

VivaCell-MTS (K-Telecom CJSC) is Armenia's leading mobile operator, with the widest 2G/3.75G/4G network reach and providing a wide range of Voice and Data services all across Armenia. Having the best of the Armenian people's interest at heart since its launch on 1st July 2005 and in a short period of time VivaCell-MTS has managed to build a nationwide network and a considerable customer base. VivaCell-MTS drives innovation and aims to always be at the forefront of any development serving the Armenian mobile communications market. The company follows the guidance provided by ISO 26000 (International Standard of Social Responsibility). For more information, visit [www.mts.am](http://www.mts.am)

Mobile TeleSystems OJSC ("MTS") is the leading telecommunications group in Russia and the CIS, offering mobile and fixed voice, broadband, pay TV as well as content and entertainment services in one of the world's fastest growing regions. Including its subsidiaries, the Group services over 100 million mobile subscribers. The Group has been awarded GSM licenses in Russia, Ukraine, Turkmenistan, Armenia and Belarus, a region that boasts a total population of more than 200 million. Since June 2000, MTS' Level 3 ADRs have been listed on the New York Stock Exchange (ticker symbol MBT). Additional information about the MTS Group can be found at [www.mtsgsm.com](http://www.mtsgsm.com)