



eServGlobal Limited (eServGlobal or the “Company”)

eServGlobal and Zain Group bring mobile money to the Middle East and Africa

Paris: 5 August 2013

eServGlobal (LSE: ESG & ASX: ESV), the provider of end-to-end mobile financial services to emerging markets, is pleased to announce that the three-year framework agreement with a multinational operator group announced on 30 April 2013 refers to the **Zain Group**. Zain is a leading provider of mobile telecommunications in eight markets across the Middle East and Africa. eServGlobal’s end-to-end mobile money solution will be deployed across Zain Group’s operations.

“Together with the Zain Group, we have conceived a next-generation mobile financial services solution which will set the standard for holistic mobile money services,” said **Paolo Montessori, CEO, eServGlobal**. “Our technology perfectly complements the Zain Group’s objective to provide innovative, world class services in all the areas that it operates. We are proud to be working with Zain to enrich the lives of users by putting secure financial services at their fingertips.”

Scott Gegenheimer, CEO of Zain Group, said, “The positive economic and social impact of financial inclusion for many of our customers where banking services are scarce will be abundant. We embrace the opportunity to launch new services that improve the livelihoods of the communities we serve, and through eServGlobal’s comprehensive solution, we will be able to offer life-enhancing mobile services and cement our position as an innovative market leader in the mobile-money arena across our region.”

Furthermore, Gegenheimer noted, “This agreement along with other ground-breaking products and services in the pipeline will empower customers to move about freely with their mobile phones transacting on goods and services. Our aim is to create an eco-system whereby mobile money solutions provide our customers with increased security and flexibility, reducing the need to carry cash.”

The comprehensive solution that will be progressively rolled out across Zain’s operations, encompasses a complete mobile money platform, providing services such as electronic top-up, mobile wallets, mobile banking, online payments, salary disbursements, peer-to-peer money transfer, micro finance, airtime top-up, bill payment and payment at a merchant.

Zain Group coverage extends to more than 44.4 million subscribers spanning Kuwait, Bahrain, Iraq, Jordan, Lebanon, Saudi Arabia, South Sudan and Sudan. Notably, in several of Zain’s markets, over 90% of the population does not have access to banking facilities.

eServGlobal was chosen for this trans-affiliate implementation following a formal tendering and strict selection process by Zain, based on the unmatched benefits and maturity of its field-proven solution, including a strong portfolio of customers across the Middle-East and Africa region.

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eServGlobal currently provides recharge solutions to several of the Zain operations, this agreement reinforces the strength of the relationship.

eServGlobal supplies mobile money services to operators and service providers worldwide as well as supporting a substantial installed base of recharge customers. The PayMobile platform is currently deployed in more than 25 customers and used every day by more than 250 million prepaid subscribers worldwide.

About eServGlobal

eServGlobal has been a source of innovative solutions for mobile and financial service providers for 30 years. eServGlobal invests heavily in product development, using carrier-grade, next-generation technology and aligning with the requirements of more than 90 customers in over 65 countries.

Our mobile money solutions put feature-rich mobile financial services at the fingertips of users worldwide, covering the full spectrum of mobile wallet, mobile commerce, recharge and agent management features. The market leading international remittance service HomeSend® is based on eServGlobal technology and offered by our strategic business partner BICS.

eServGlobal also offers a comprehensive suite of sophisticated, revenue generating Value-Added Services to engage subscribers in a dynamic manner. These services can be seamlessly integrated with our mobile money portfolio to extend loyalty and promotion offers.

About Zain

Zain is a leading telecommunications operator across the Middle East and Africa providing mobile voice and data services to over 44.4 million active customers as of 30 June, 2013. With a commercial presence in 8 countries, Zain operates in: Kuwait, Bahrain, Iraq, Jordan, Saudi Arabia, Sudan and South Sudan. In Lebanon, the Group manages 'touch' on behalf of the government. In Morocco, Zain has a 15.5% stake in Wana Telecom, now branded 'INWI', through a joint venture. Zain is listed on the Kuwait Stock Exchange (stock ticker: ZAIN).

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