

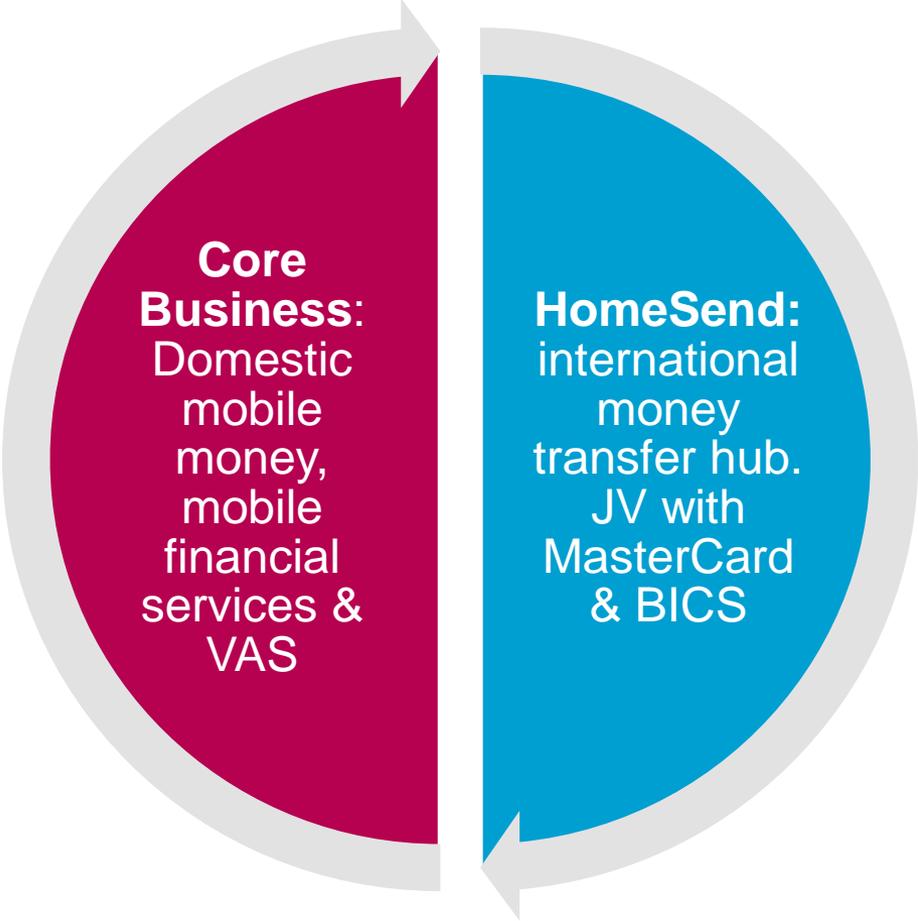


**Investor Presentation
H1 FY2014**

30 June 2014

eServGlobal is an internationally recognised, leading provider of mobile financial solutions to emerging markets

Established end-to-end technology: Distinct but complementary solutions



eServGlobal at a glance



65+ customers in
50+ countries

180+ staff

30 years
experience

EBITDA
profitable

Strong pipeline

Presence in
several of the tier 1
operator groups

**Core
Business:**
Domestic
mobile
money,
mobile
financial
services &
VAS

HomeSend:
international
money
transfer hub.
JV with
MasterCard
& BICS



Lower cost, more
convenient & safer
than traditional
methods

Currently over
690 live corridors

MasterCard bring
connection to 24,000
financial institutions &
1.9 billion cardholders

Global agreement with
MoneyGram to connect
to their users in over 200
countries

Revenue generation



Solutions offered through either traditional capex license model or through a revenue share agreement

Solid recurring revenue stream generated from support and SaaS activities

License growth aligned with expansion of customer's subscriber base

Core Business:
Domestic mobile money, mobile financial services & VAS

HomeSend:
international money transfer hub. JV with MasterCard & BICS



End-to-end transaction fee of 4.5 – 6.5%, compared to average of 9%
(World Bank)

Revenue generated through interconnection fee.

Revenue split between the hub and the sending & receiving service providers

Overview

- ▶ H1 FY2014 EBITDA reported profit of A\$34.3m (£19.0m)
 - ▶ Core business adjusted EBITDA* of A\$0.9m (£0.5m) showing a significant improvement over H1 FY2013
 - ▶ Gain on sale of HomeSend business and assets of A\$33.9m (£18.7m)
 - ▶ Healthy cash balance of A\$11.6m reflecting receipt of proceeds of A\$8.2m following the closure of the HomeSend JV and the issuance of new shares
- ▶ H1 FY2014 revenue increased by 24% to A\$16.9m (£9.3m**)
 - ▶ Solid recurring revenue (45% of total revenue)
- ▶ Strong organic growth in the core business driven by both new customer wins and expansions within existing customers.
 - ▶ Customer footprint includes presence in four Tier-1 operator groups (Zain, Orange, Ooredoo and Vodafone), reducing customer concentration and providing geographic diversification.
- ▶ The HomeSend global payment hub joint venture with MasterCard and BICS was successfully closed on 3 April 2014, taking the international money transfer platform to its next level of worldwide expansion.

* Excludes gain on sale of HomeSend business assets, non-recurring items, foreign exchange gains, share based payments and loss attributable to associate resulted in a net loss of A\$0.4m (1H FY2013 net gain of A\$0.4m)

** Average exchange rate over the period was 0.5518 GBP to AUD

Summary P&L

	FY14 H1 A\$M	FY14 H1 £M	FY13 H1 A\$M	FY13 H1 £M
Revenue	16.9	9.3	13.6	9.0
Cost of sales	6.4	3.5	5.3	3.5
Gross profit	10.5	5.8	8.3	5.5
Gain on disposal of HomeSend	33.9	18.7		
Adjusted Operating Costs	9.6	5.3	9.0	6.0
Adjusted EBITDA*	34.8	19.2	-0.7	-0.5
Net Interest	-0.1	-0.1	-0.3	-0.2
Amortization			-1.2	-0.8
Depreciation	-0.4	-0.2	-0.3	-0.2
Adjusted PBT*	34.3	18.9	-2.5	-1.7

*Excludes non-recurring items, foreign exchange gains, share based payments and loss attributable to associate resulted in a net loss of A\$0.4m (1H FY2013 net gain of A\$0.4m)

Our goal is that any person in the world can use their mobile to simply and safely access financial services.

Mobile Money in practice

Developed market



HOME SEND
International money transfer

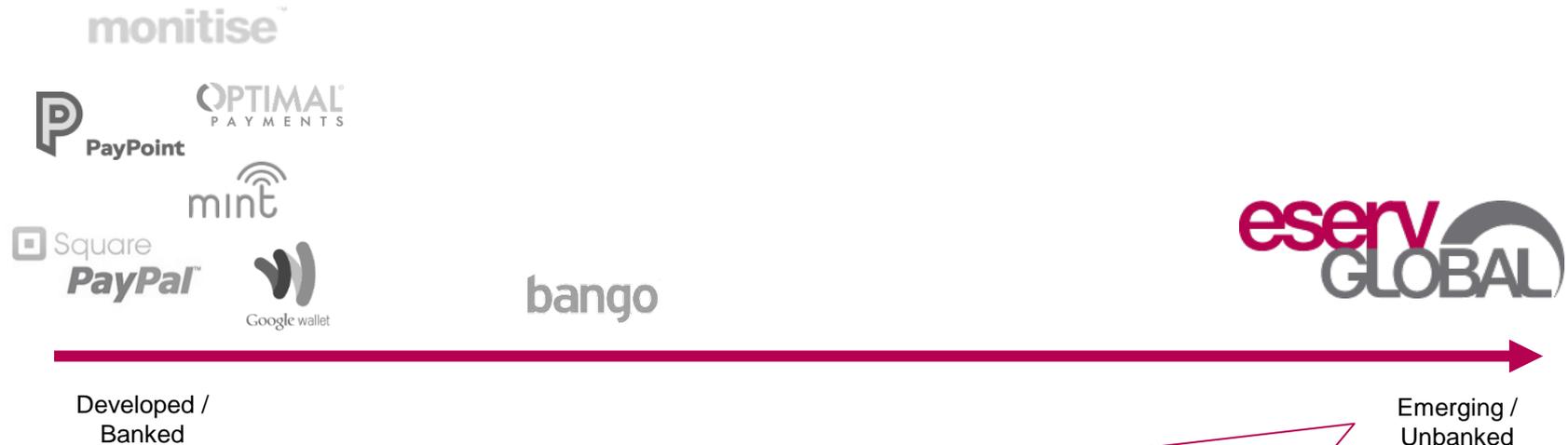
Micro finance

Branchless banking

Emerging market



Mobile payments landscape (domestic)

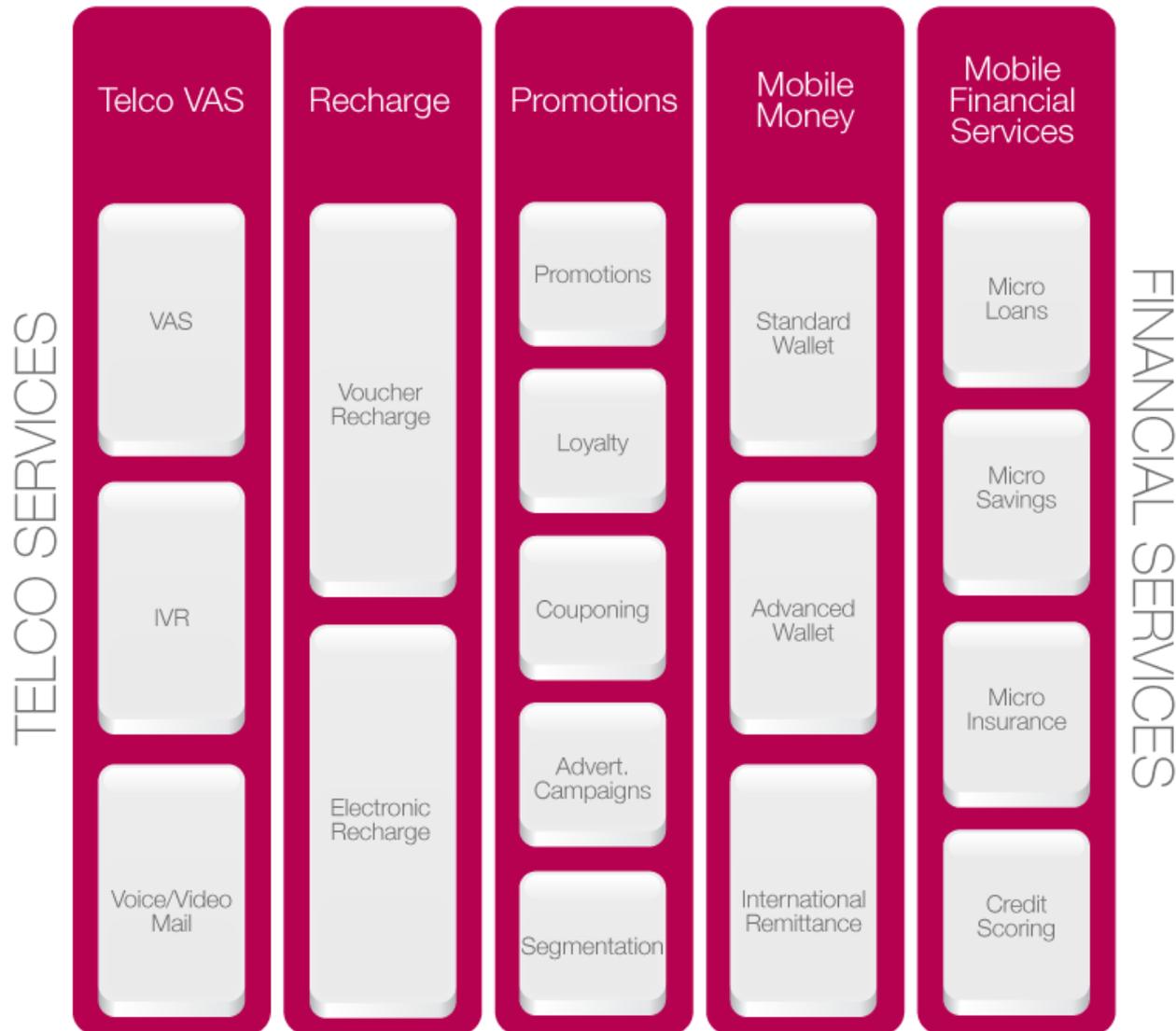


Mobile money in unbanked / emerging markets*

- ▶ We have a **solution which solves a problem that exists** today
- ▶ More than **2.5 billion** working age adults worldwide lack access to financial services. As of June 2013 there are **more than 61 million active mobile money for accounts in emerging markets**. Up from 37 million in June 2012.
- ▶ **70% of mobile money for the unbanked providers** are planning to **increase their investments** in mobile money in 2014.

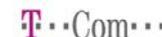
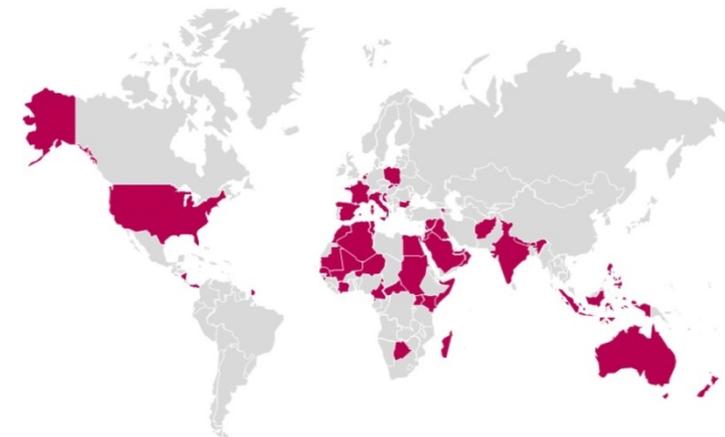
*The GSMA: "GSMA report shows active mobile money customers reached 61 million in 2013", 25 February 2014
<http://www.gsma.com/newsroom/gsma-report-active-mobile-money-customers-reached-61-million-in-2013/>

Core business portfolio: End-to-end mobile money solutions



Global, established, growing customer base

- ▶ **Strong organic growth** in the core business driven by both new customer wins and expansions within existing customers.
 - ▶ Customer footprint includes presence in **four Tier-1 operator groups** (Zain, Orange, Ooredoo and Vodafone), reducing customer concentration and providing **geographic diversification**.
 - ▶ Continued progress within the Zain Group following the framework announcement in 2013.
 - ▶ **New project won with financial institution** in West Africa for end-to-end mobile money solution.
 - ▶ **New projects** announced in Nepal, Bangladesh and Armenia.
- ▶ **Strong pipeline** of work with new and existing customers, both traditional mobile operators and non-traditional financial institutions, which is expected to convert to revenues in H2 FY2014 and FY2015.
 - ▶ Revenue backlog of A\$4.8m (H1 2013: A\$2.5m).





The HomeSend Joint Venture creates one of the most comprehensive offerings in the market, and will be an important step in the journey to extending cost-effective and easy-to-use financial services to people worldwide.



The opportunity in international remittance

HOW MUCH IS BEING SENT?

Estimated remittance sent by migrants to developing countries in 2014:

\$436
BILLION
through
official channels

\$218
BILLION
through
unofficial channels

\$654
BILLION
Estimated to be sent
by migrants
to developing
countries in 2014

GROWTH

Remittance flow growth is expected to accelerate to an annual average of **8.4% over the next 3 years.**

METHODS

Current methods for transfer include:

- ▶ MTOs
- ▶ Banks
- ▶ Hawala

BARRIERS

Barriers which exist today for end-users:

- ▶ Price
- ▶ Security
- ▶ Convenience
- ▶ Speed

THE OPPORTUNITY



Market share

5%

3%

1%

Value of remittance transactions in 2014

\$32.7 bn

\$19.62 bn

\$6.54 bn

HomeSend receives 1.5% commission

\$490.5 m

\$294 m

\$98.1 m

HomeSend EBITDA

\$441.5 m

\$264 m

\$78.5 m

eServGlobal 35% share

\$154.5 m

\$92.4 m

\$27.5 m

NOTE: the figures on this slide are for illustrative purposes only and are not financial estimates or guidance.

The central point for international remittance

SENDING SIDE

Developed markets



Connection to
24,000 financial
institutions

Growing list of MTOs looking
to access the handsets of
those in emerging markets



RECEIVING SIDE

Emerging markets

HomeSend has an
established base of over
1.2 billion potential
subscribers in
emerging markets



POTENTIAL FUTURE SYNERGIES

MTOs, Banks, Operators, Interoperability
between domestic mobile money
deployments, Government Payments

The HomeSend Board of Directors



MasterCard

Max Chion

*Group
Executive,
Emerging
Payments
Products,
MasterCard*



MasterCard

**Bella
Stavchansky**

*Division
President,
High Growth
European
Markets Region,
MasterCard*



MasterCard

**Max
Mamondez**

*Regional
Finance Officer,
Europe,
MasterCard*



**Paolo
Montessori**

*CEO and
Managing
Director,
eServGlobal*



**Stephen
Blundell**

*CFO and
Finance Director,
eServGlobal*



**Frédéric
Salmon**

*Vice-President,
Strategic
Projects,
BICS*



Highlights

- ▶ **MoneyGram announces global agreement** to join the HomeSend Hub meaning that their users in more than 200 countries will be able to remit funds to Hub members across the globe.
- ▶ Recent increases in **marketing efforts** by Hub members to its end-users.
 - ▶ Xpress Money launched a campaign to encourage transfers from the UK and UAE to mPesa, Kenya. mHITS Remit, Australia is promoting its service to GLOBE GCASH and SMART Money in the Philippines, MTN Mobile Money in Ghana, mPesa in Kenya and Telesom Zaad in Somaliland.



Looking forward

- ▶ HomeSend aims to **be the largest processor of digital remittances to mobile money globally by 2018.**
- ▶ HomeSend will be **seamlessly integrated with the MasterCard network**, including MoneySend, allowing a consumer to send or receive via card to and from any HomeSend customer end point.
- ▶ **Increased hub participation and driving volume** are two key focus areas – **top performing mobile money deployments will be prioritized** to drive hub participation.

Summary & Outlook

- ▶ H1 FY2014 results demonstrate that eServGlobal is a **market leader**
- ▶ **Profitable** core business, with **strong pipeline** of work and **substantial customer base**
 - ▶ Revenue backlog of A\$4.8m (H1 2013: A\$2.5m)
- ▶ Technology addresses clear and current problem
- ▶ Well positioned to address **two rapidly growing and complimentary markets**: domestic mobile money and international remittance
- ▶ Through the HomeSend JV, eServGlobal will play **key role in the shift to digital financial services**

Recent milestones

2008: eServGlobal and BICS announce **strategic partnership** to jointly launch HomeSend



2011: Mobile money platform launched by **financial institution**, mCoin, in Indonesia

2012: Following a string of significant announcements, HomeSend potential subscriber coverage **surpasses 1 billion subscribers**

2010: eServGlobal announces its **first customer for mobile money** in the Middle East



2012: Mobile Money – Bill Payment facility at Nepal Telecom **exceeds expectations** in first months of service

2012: Completed a **significant fundraising** (A\$16.8m), which enabled us to pursue new, larger deals.



2013: eServGlobal announces **significant three-year framework agreement** with the Zain Group

2013: eServGlobal's recharge and mobile money suite is managing **over 3.4 billion euros in transactions** a year

2013: HomeSend **exceeds strategic objective** for live services: connecting service providers in 51 countries for remittance and 76 countries for airtime transfer



2014: MasterCard, eServGlobal & BICS create the HomeSend JV.



2013: eServGlobal returns to EBITDA profitability.

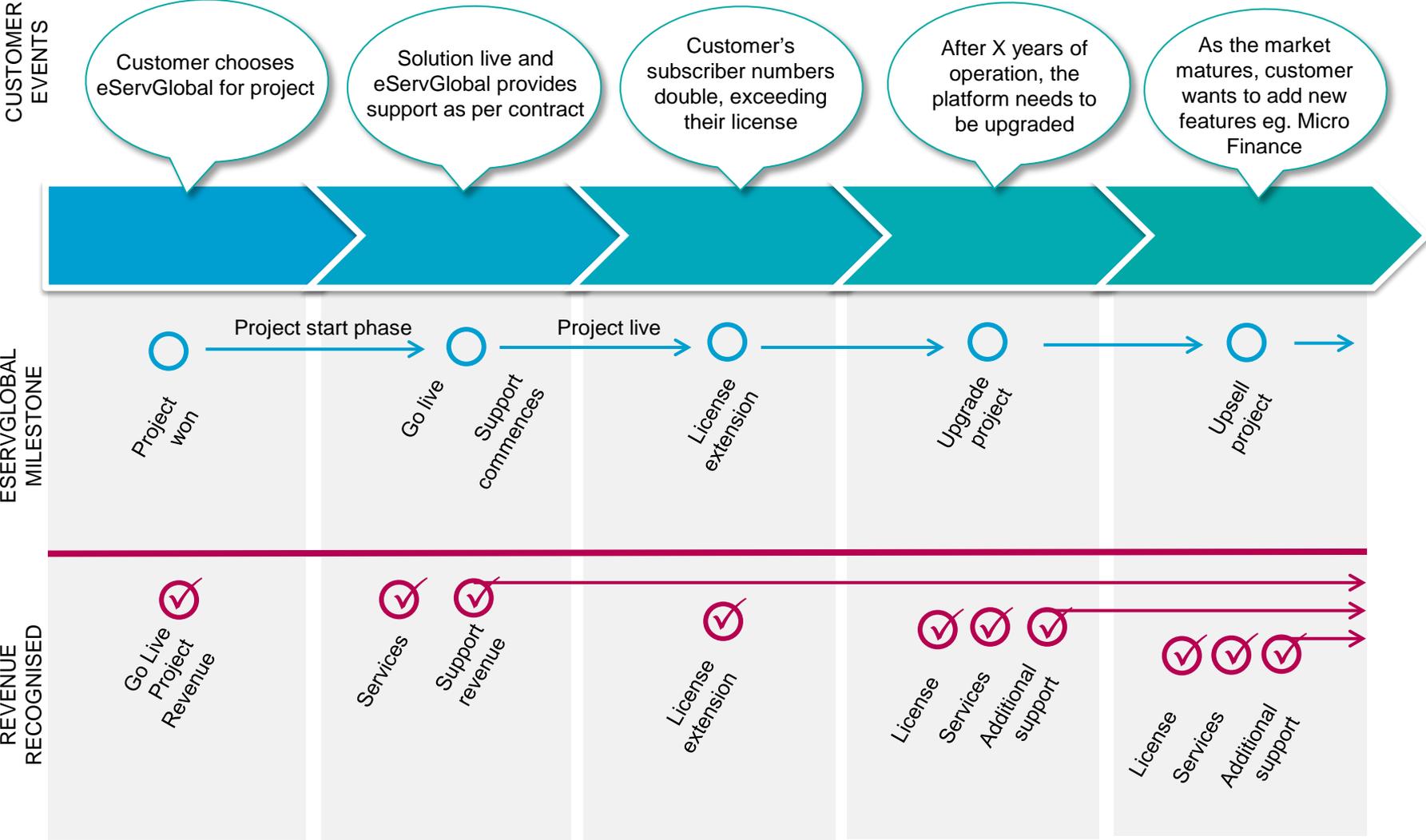


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Appendix

Our sales process

A typical eServGlobal customer lifecycle



References

- ▶ The World Bank: “Remittances to developing countries to stay robust this year, despite increased deportations of migrant workers, says WB”, 11 April 2014
<http://www.worldbank.org/en/news/press-release/2014/04/11/remittances-developing-countries-deportations-migrant-workers-wb>
- ▶ The GSMA: “GSMA report shows active mobile money customers reached 61 million in 2013”, 25 February 2014
<http://www.gsma.com/newsroom/gsma-report-active-mobile-money-customers-reached-61-million-in-2013/>