



eServGlobal Limited (eServGlobal or the “Company”)

eServGlobal’s hosted subscriber stimulation service launches with Espresso Telecom

Paris: 29 February 2012

eServGlobal announces that it will deliver its subscriber stimulation service to African telecommunications group, Espresso Telecom. The service will initially be delivered to key African affiliates of the Group.

eServGlobal’s SaaS subscriber stimulation service allows operators to deliver stimulation, retention and behaviour modification campaigns to the subscriber base through advanced and simple reward incentives that do not require membership or registration processes. Campaign results are measured through weekly reports and the service can easily be adjusted at any point through a user friendly interface to maximise the impact on the operator’s revenues. The subscriber stimulation service is a market proven solution which has repeatedly demonstrated a significant increase in both ARPU and network stickiness during and after the campaign.

Espresso Telecom is a leading African telecommunications group with commercial operations spanning five nations. Espresso Telecom is constantly focussed on meeting the needs of its customers and providing innovative services to fuel further customer growth. Stimulation campaigns are an important tool to reduce subscriber churn and stimulate customer usage. eServGlobal worked closely with Espresso Telecom to develop a program with agreed success indicators, which addresses the specificities of its markets.

“By leveraging our best-in-breed analytics and campaign management with state of the art cloud technology we have achieved a platform which can be quickly and securely integrated into an operator network and deliver results, generally within 6 weeks from the signing of a contract,” said Chris Woodhams, VP Innovation, eServGlobal.

“We are continuously pushing boundaries to find new ways to deliver the best possible experience to satisfy and retain our customer base. We were very impressed with the solution offered to us by eServGlobal and with the potential of ARPU increase that it demonstrated at other operators,” said Saiful Alam, Chief Commercial Officer, Espresso Telecom.

eServGlobal is operating the service with Espresso Telecom based on an initial contract term of 12 months.

eServGlobal is now operating 20 Software as a Service (SaaS) implementations for Mobile Network Operators around the globe.

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eServGlobal will be demonstrating their solutions at the Mobile World Congress in Barcelona this week. Visit the eServGlobal stand at Hall 8 Stand A69.

About eServGlobal

eServGlobal specializes in Mobile Money solutions and Value-Added Services (VAS), to help Mobile Service Providers increase their revenue and gain and maintain customer ownership. eServGlobal invests heavily in product development, using carrier-grade, next-generation technology and aligning with the requirements of more than 75 customers in over 55 countries.

For more than 25 years mobile and financial service providers have used eServGlobal solutions to lead and innovate in their local markets, leveraging their core assets and their trusted agent and subscriber relationships.

With 13 offices globally, eServGlobal provides full “end-to-end” and “any account to any account” Mobile Money Services and International Remittance Services. Delivered in partnership with BICS, the HomeSend solution is the only mobile-centric international remittance hub to gain endorsement from the GSM Association.

eServGlobal’s Value-Added Services in promotions, loyalty and messaging enable service providers to engage with their subscribers in a personalized and dynamic manner.

To reduce time-to market and to meet the needs of operators and banks, eServGlobal provides multiple licensing alternatives as well as SaaS-based products and services.

eServGlobal is listed on the Australian Securities Exchange (ESV) and the London Stock Exchange AIM (ESG). More information at: www.eservglobal.com

About Espresso Telecom

Espresso Telecom is a leading African telecommunications group with commercial operations spanning four nations – Senegal, Mauritania, Guinea and Ghana. Espresso Telecom is constantly focussed on meeting the needs of its customers and creating innovative ways to fuel this growth.

Espresso offers a wide range of products and services to meet the needs of its customers through fixed and mobile network infrastructure. This infrastructure enables customers to stay connected.

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