eServGlobal Limited (eServ or the “Company”)

HomeSend – new remittance corridor to Smart Communications, Philippines
Paris: 29 July 2011

eServGlobal announces a new connection for the HomeSend remittance service between its strategic business partner BICS and Smart Communications, the largest mobile network operator in the Philippines.

Smart Communications has over 45 million subscribers in the Philippines and a strong track record in providing domestic mobile money services. Through HomeSend, Smart Communications will be able to offer remittance services to their mobile money users. The Philippines receives over US$20 Billion in international remittance reach year and is one the top remittance receiving countries in the world. For example, in 2010, Qatar and the United Kingdom sent over US$500 million each in remittances to the Philippines.

HomeSend continues to set the standard for international interoperability in mobile money transfer by creating a seamless connection between a variety of mobile money systems and financial institutions around the world. HomeSend is offered by BICS and based on eServGlobal technology. BICS is a leading global provider of Voice, Messaging, Roaming, Connectivity and Mobile Financial Services. Benefiting from a first mover advantage, HomeSend is the only mobile-centric international remittance hub endorsed by the GSMA, with existing remittance corridors operating between countries including the UK, the Philippines, Belgium, Ghana and Morocco.

The BICS and Smart Communications release is attached to this announcement.

About eServGlobal

eServGlobal specializes in Mobile Money solutions and Value-Added Services (VAS), to help Telco Service Providers increase their revenue and gain and maintain customer ownership. eServGlobal invests heavily in product development, using carrier-grade, next-generation technology aligned with the requirements of more than 70 customers in over 45 countries.

With 13 offices globally, eServGlobal provides full “end-to-end” and “any account to any account” Mobile Financial Services and International Money Transfers. Our Value Added Services in promotions, loyalty, messaging, and multiplay are focused around the transaction and enable service providers to engage with the subscriber in a personalized and dynamic manner.

To reduce time-to market and manage exposure to CAPEX, we now offer multiple licensing alternatives, including SaaS-based flexible, revenue-share pricing. eServGlobal is listed on the Australian Securities Exchange (ESV) and the London Stock Exchange AIM (ESG). More information at: www.eservglobal.com
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HomeSend taps Smart for remittance corridor in the Philippines

[Manila, Philippines & Brussels, Belgium - 29 July 2011] The Philippines’ leading wireless services provider Smart Communications, Inc. (Smart) and BICS, a prominent international provider of Voice, Messaging, Roaming, Connectivity and Mobile Financial Services, announced today a new remittance corridor for HomeSend, which will make it easier to send money from Belgium, Qatar and the UK to Smart Money, Smart’s mobile wallet service.

This deal will enable people living in Belgium, Qatar and the UK to remit money instantly and cost effectively to the mobile phones of relatives and friends who are Smart Money users. The sending markets will gradually be expanded to include other Middle Eastern countries and the US.

The remittance transactions to Smart Money are facilitated through HomeSend, a global remittance hub built under a strategic partnership agreement between BICS and eServGlobal. HomeSend allows the transfer of any type of funds, such as airtime and cash, and from various fund sources, such as eWallets, bank accounts, credit cards and cash.

Frederic Schepens, SVP Mobile Financial Services at BICS said, “We are delighted to work with Smart to help address the needs of mobile phone users across a broad spectrum -- ranging from those who travel frequently, to those who do not have a formal bank account. This partnership now makes it possible for the HomeSend community to send money to Smart's mobile subscriber base in the Philippines, and reinforces our goal to enable a truly global mobile remittance ecosystem.”

“Smart Money has been designed to provide people with an affordable, relevant and accessible way of sending money to their loved ones,” said Tricia V. Dizon, Smart Financial Services Head. “We are excited to combine the simplicity and ubiquity promised by our Smart Money platform with the wide network of BICS, to serve and benefit a wider market around the world.”

Smart Money is issued by BDO Unibank, Inc. (BDO) in the Philippines. [END]

About Smart

Smart Communications, Inc. is the Philippines’ leading wireless services provider with 46.6 million subscribers on its GSM network as of end-March 2011. Smart has built a reputation for innovation, having introduced world-first wireless data services, including mobile commerce services such as Smart Money, Smart Load and Smart Padala. Smart also offers 3G and HSPA services. Its Smart Link service provides communications to the global maritime industry. Smart Broadband, Inc., a wholly-owned subsidiary, offers a wireless broadband service, Smart BRO, with over 1.4 million subscribers as of end-March 2011. Smart is a wholly-owned subsidiary of the Philippines’ leading telecommunications carrier, the Philippine Long Distance Telephone Company. For more information, visit http://www.smart.com.ph.
About BICS

BICS delivers best in class global solutions for Voice, Messaging, Roaming, Connectivity and Mobile Financial Services to hundreds of telecommunication providers around the world. With our passionate and creative teams located in Brussels, Bern, Monaco, Dubai, Singapore and New York, we continuously strive to provide our customers with the highest levels of quality, reliability and interoperability that enable them to maximise end-user value. Our innovative approach is visible through our place at the forefront of the market consolidation and technology advancement. We are a joint venture of Belgacom, Swisscom and MTN, and have rolled out transformative Next Generation Networks (NGN). This together with our continued focus on Value Added Services for Mobile Operators and our growth strategy has enabled us to reach a world-leading position both on the International Voice and Mobile Data markets. For more information, please visit: www.bics.com.