



## **GSMA selects Belgacom ICS & eServGlobal's HomeSend as official International Remittance Hub**

**Barcelona, 16 February 2009**

The GSMA today announced new developments in its Mobile Money Transfer (MMT) programme, an initiative that leverages mobile to facilitate access to money transfer services. To complement the successful alliance that has been in place with Western Union for the past eighteen months, the GSMA has selected Belgacom International Carrier Services (Belgacom ICS) and its technology provider eServGlobal, to broaden the reach of the MMT Programme.

"Since the launch of the MMT programme in 2007, we've made significant progress to catalyse the mobile money market," said Michael O'Hara, chief marketing officer for the GSMA. "We've delivered live commercial deployments of mobile remittances, we've established five active corridors, we've increased the number of markets served from three to 54, and we've moved the market from one wholesale remittance provider in 2007 to 12 providers today. In addition, we've established price points that enable mobile operators to offer services to consumers at 4-6% cost – reduced from an original 15-24% – which will make remittances much more accessible to a larger addressable market. The partnership we're announcing today will serve to further accelerate the availability of money transfer and other financial services to a wider section of the global community."

The GSMA and its MMT partners have established a commercial and technical framework that enables mobile operators to deploy services that allow consumers to send and receive low-denomination, high frequency money transfers using their mobile phones. With the alliances with Western Union and Belgacom ICS, the MMT programme offers a variety of solutions to mobile operators. Each of the partners offers a unique proposition in the mobile money transfer value chain, helping to further broaden the scope of the programme and its services. For instance, in addition to being a mobile remittance platform, Belgacom ICS' HomeSend solution, which was built in partnership with eServGlobal, is capable of providing international air time top up.

More information on the MMT programme is available at <http://www.gsmworld.com/mmt>

### **About the GSMA**

The GSMA represents the interests of the worldwide mobile communications industry. Spanning 219 countries, the GSMA unites more than 750 of the world's mobile operators, as well as 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organisations. The GSMA is focused on innovating, incubating and creating new opportunities for its membership, all with the end goal of driving the growth of the mobile communications industry.

For more information, please visit <http://www.gsmworld.com>

## About Belgacom ICS

Belgacom International Carrier Services S.A./NV (Belgacom ICS) is a leading global carrier of voice, data and value added services to 500 wireless, wireline and service providers through sales offices in Brussels, Bern, Dubai, Singapore and New York.

Belgacom ICS is at the forefront of the international communications industry, acting as a catalyst for growth, both in terms of traffic and reach. The company aims to enable global interworking across all networks, technologies and services.

As a result of this approach and the joint venture with Swisscom ICS, Belgacom International Carrier Services is now the 9th largest wholesale voice carrier and a world leader in mobile data transit services.

For more information, please visit [www.belgacom-ics.com](http://www.belgacom-ics.com)

## About eServGlobal

eServGlobal (LSE: ESG & ASX: ESV) invents smart communication and payment services for telecommunications service providers operating on all generation networks.

eServGlobal's innovative solutions help service providers to grow new revenues, reduce churn, and lower costs. In addition, service providers are assured of seamless evolution to new network architectures, such as IMS and beyond.

Over 80 of the world's leading service providers, with over 400 million mobile subscribers in more than 50 countries, are taking advantage of eServGlobal's end-to-end solutions and expertise to quickly deliver revenue-generating services. With 14 offices around the world and staff from 20 different countries, we provide flexible solutions with ongoing product development, based on a deep understanding of our customers' challenges.

eServGlobal is listed on the Australian Stock Exchange (ASX: ESV) and the London Stock Exchange AIM market (LSE: ESG). In the year to 30 June 2008, eServGlobal reported a net profit after tax of A\$10.4 million, up 91.5% from the previous year. A dividend of 3 cents per share was paid for the full year ending 30 June, 2008, an increase of 50% over the previous year's dividend payment. More information can be found at: [www.eservglobal.com](http://www.eservglobal.com)

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