



Annual General Meeting

Making Financial Inclusion Mobile

March 2016

Agenda

- ▶ Our Company
- ▶ Core Business
- ▶ Mobile money in emerging markets
- ▶ The HomeSend Joint Venture
- ▶ The International Remittance market
- ▶ Outlook

Established end-to-end technology

Distinct but complementary solutions



CORE BUSINESS

Domestic mobile financial services & advanced recharge technology.

Established customer footprint including presence in several of the tier 1 operator groups

PayMobile 3.0 technology complete and gaining traction

2 billion unbanked working age adults lack access to financial services.

5.7 billion mobile connections in the developing world.



JOINT VENTURE

MasterCard, eServeGlobal & BICS

Global payments hub enables cross-border money transfer between mobile money accounts, payment cards, bank accounts or cash outlets from anywhere in the world.

Connecting over 200 sending countries and 35 receiving countries via more than 2,000 live remittance corridors.

Highly fragmented, high growth international transfers market ready for disruption.

US\$610 Bn expected to be transferred worldwide during 2016.





Core Business | Mobile Financial Services in Emerging Markets

Core business: FY15 Review

	FY15 Full Year A\$M
Revenue	25.9
Cost of sales	20.6
Gross profit	5.3
Adjusted Operating Costs*	-28.1
Adjusted EBITDA	-22.9
PAT	-32.5

Challenges during FY15 included:

- ▶ Consumed cash
- ▶ Costs too high
- ▶ Management changes
- ▶ Poor project scoping (in 2014 and early 2015)
- ▶ Poor sales processes

What's different in 2016

- ▶ Reduced and reducing costs base
- ▶ Refreshed management team
- ▶ Improving cash control
- ▶ Complete overhaul of lead management process, pipeline management process and sales management process

Our Technology Advantage: PayMobile 3.0

PayMobile 3.0 is now live in five customer sites and the company is realising the benefits of offering a true industrialised product.

35%

faster implementation time than projects on PayMobile 2.0

37%

of customers approaching their license thresholds

43%

average savings in time and resources

Core business: Improved Sales Approach



Push Recharge
leadership



Win new
mobile money
customers



Sell standard



New geographies

- ▶ Better management control
- ▶ Better marketing
- ▶ Better sales processes
- ▶ Enables us to grow the pipeline and grow the business
- ▶ PayMobile 3 is the right product to support this strategy



Mobile World Congress 2016

eServGlobal recently took part in the Mobile World Congress, the largest mobile technology event in the world.

This is an important source of lead generation for the company, and in that respect, 2016 was our most successful event so far.

Customer case study: Zain Group Project

- ▶ Zain is a leading operator group across the Middle East and Africa, providing services to over 45.6 million active customers in 8 countries.
- ▶ eServGlobal has live services in 4 Zain operations, and is actively engaged with others.
- ▶ In February we announced the commercial launch of 'Zain Cash' in Iraq.

Media release available here:

<http://eservglobal.com/2016/02/23/mobile-money-goes-live-in-iraq-with-zain-cash-2/>

Scott Gegenheimer, CEO, Zain Group, said, "We are embracing the opportunity to launch new services that improve the livelihoods of the communities we serve, and through eServGlobal's solution, we will be able to offer life-enhancing mobile services and cement our position as a market leader in the mobile-money arena across our region."



Advertising for the new Zain Cash service in Iraq



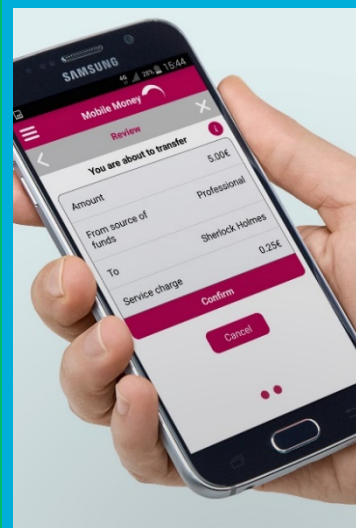
From L to R: John Conoley, Executive Chairman eServGlobal, Wael Ghanayem, Advisor to Iraq Board; Duncan Howard, CCO Zain Group; Baris Akkaya, Zain Group Commercial; Paolo Gagliardi, COO eServGlobal

Mobile money in emerging markets



2 billion adults
are unbanked.

There are 7.3 billion mobile connections globally, of which 5.7 billion are in the developing world.



Smartphone
use in emerging markets is growing, providing greater accessibility for mobile money.



At least 19
markets

worldwide now have more mobile money accounts than bank accounts



Three
quarters

of mobile money service providers maintained or increased their investment in mobile money in 2015.

GSMA State of the Industry Report 2015: <http://www.gsma.com/mobilefordevelopment/programme/mobile-money/state-of-the-industry-2015/>



Driving the shift to digital in international transactions.

Joint Venture of MasterCard, eServGlobal and BICS

✓ EU Payment Institution Licence

- ▶ In Feb 2016 HomeSend was granted an EU Payment Institution Licence by the Belgium regulator.
- ▶ Demonstrates that HomeSend complies with the highest regulatory standards.
- ▶ The Licence enables HomeSend to operate everywhere, including key new markets in the Asian subcontinent and Far East, and to secure new types of partners.

✓ PCI-DSS Compliant Data Centre

- ▶ In January 2016, HomeSend completed the move to a PCI-DSS compliant data centre. This was a prerequisite for full integration to the MasterCard network.
- ▶ The data centre will enable HomeSend to work with new types of partners, broadening the potential customer base.

200+

Sending countries

36

Receiving countries

3,110

Live remittance corridors

HomeSend Progress Update webcast

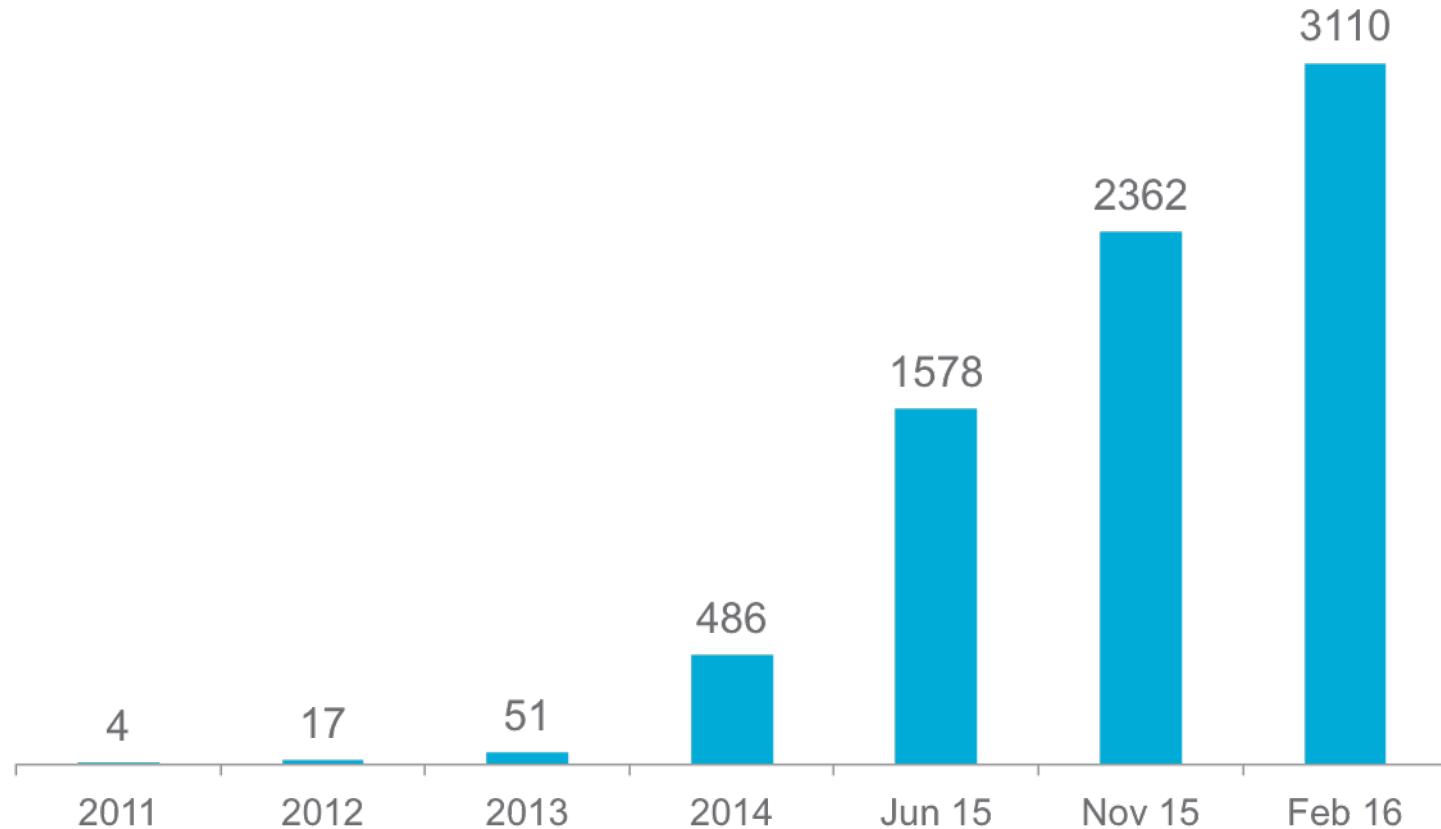
eServGlobal has released a webcast with HomeSend CEO, Stephen Doyle.

To access go to: <http://eservglobal.com/2016/03/13/homesend-progress-update/>

Key Metrics & Operational Update



Live remittance corridors



Strong growth in achieving strategy to focus on connection of live corridors.

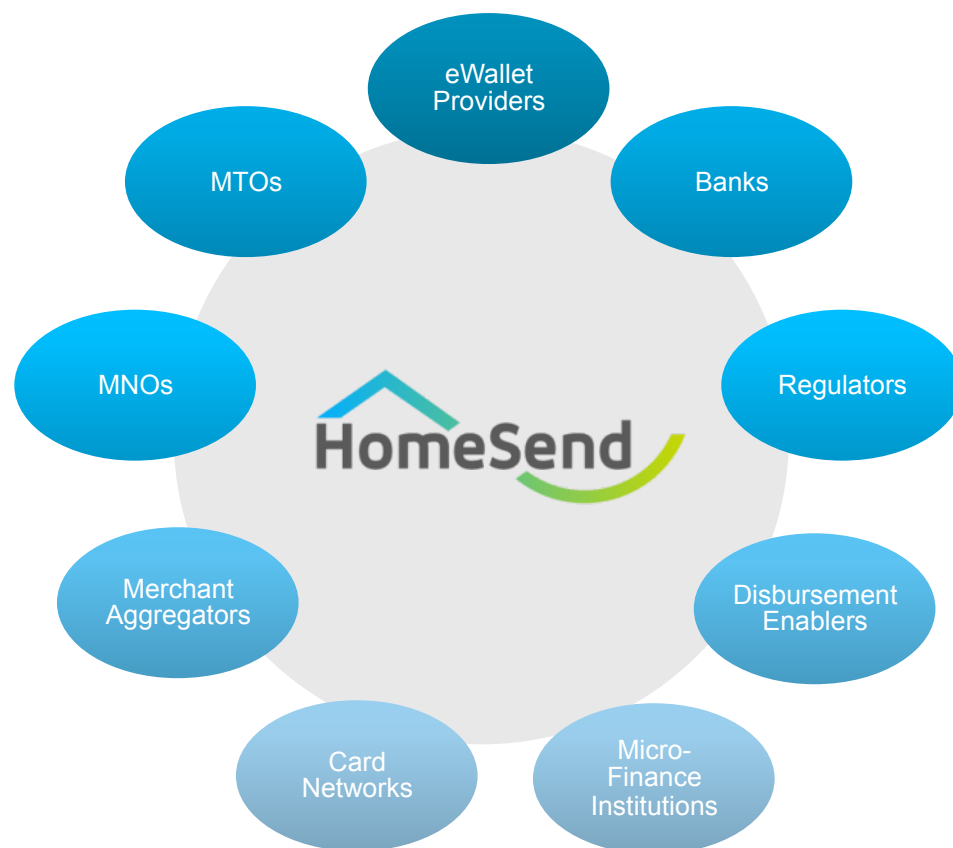
[HomeSend Progress Update webcast](#)

eServGlobal has released a webcast with HomeSend CEO, Stephen Doyle.

To access go to: <http://eservglobal.com/2016/03/13/homesend-progress-update/>

HomeSend's vision is to address the challenges of payment service providers and consumers, and to deliver on both of their needs.

HomeSend has developed a strategy built on a fully interoperable global network.



[HomeSend Progress Update webcast](#)

eServGlobal has released a webcast with HomeSend CEO, Stephen Doyle.

To access go to: <http://eservglobal.com/2016/03/13/homesend-progress-update/>

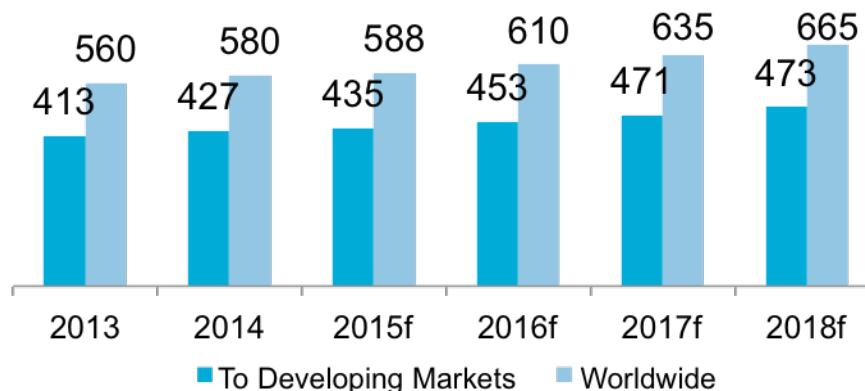
The opportunity in international remittance

REMITTANCES WORLDWIDE

US\$453 billion will be sent in 2016 through official channels to developing markets.

US\$610 billion expected to be sent worldwide.

Estimated that unofficial remittance could represent up to a further 50%



In \$US Billions | *f = forecast | Source: The World Bank

THE OPPORTUNITY



Market share

Value of remittance transactions in 2015

5%

\$30 bn

3%

\$18.3 bn

1%

\$6.1 bn

HomeSend takes 1.5% commission of each transaction.
eServGlobal will receive 35% of HomeSend profits.

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

The World Bank: <http://www.worldbank.org/en/topic/migrationremittancesdiasporaissues/brief/migration-remittances-data>

HomeSend Progress Update webcast

eServGlobal has released a webcast with HomeSend CEO, Stephen Doyle.

To access go to: <http://eservglobal.com/2016/03/13/homesend-progress-update/>



Outlook

Signs of recovery in 1H16

- ▶ Expected recovery to begin in 2Q16, which needs to be evidenced through growing orders in this quarter
- ▶ Overhead reduction has tracked to plan, with some further opportunity to reduce costs generally
 - ▶ 2015: 12.8M€ vs 2016 planned: < 9M€
- ▶ Satisfying initial progress on cash control but focus needed into the medium term to deliver consistently lower debtor days
- ▶ The pipeline has grown, and we expect it to grow further following MWC
- ▶ We hold to our goal of modest positive EBITDA and operational cash generation in the current year

We've significantly improved our grip on the business, its now all about sales and the timing of sales. 2016 is a challenge after such a poor 2015, and there are risks, but opportunities for the business are growing. The team is working flat out to reach its stated goals.

THANK YOU

For further info: eservglobal.com/investors

