



PRESS RELEASE: 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.

Frédéric 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."

About Smart Communications, Inc.

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.

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