

Clickatell bolsters executive team in Africa operations

CAPE TOWN, SA / REDWOOD CITY, CALIFORNIA, US: Clickatell, a global leader in mobile messaging and transactional services, today announced that Mervyn Goliath has joined it's executive team as part of its ongoing commitment to deliver Enterprise-grade mobile enablement in Sub-Saharan Africa and internationally.



Clickatell was the international pioneer for Business-2-Consumer messaging and today serve more than 65% of the top banks, insurance companies and retailers in South Africa as well as an impressive and diverse set of international clients. Recent expansion plans into West and East Africa as well as the launch of mobile transactional services and smartphone applications are just

some of the signs that the management team continues to have big plans for the business as an integral player where mobile, internet and the consumer come together.

Goliath has over 25 years of experience in the telecommunications, mobile banking, payment and transaction services industries and has held and excelled in executive roles at leading outfits, including ABSA (part of Barclays), MWeb (part of MIH) and Telkom. Most recently, he was the Chief Operating Officer of Digital Banking Services for ABSA one of the largest financial services providers on the African continent, where his primary responsibility focused on transforming the bank's digital channels. Before ABSA, Goliath served as CTO and General Manager of Technology and Operations at MWEB and as Group Head in National Telematics and Data Services at Telkom.

Well established in the market

Goliath is joining a Clickatell executive team that is already fully engaged and immersed in the mobile financial services space in Africa, the region that is leading the charge in mobile transactions and payments. Africa is the fastest growing mobile financial services market because of the technology's ubiquity, cost-effectiveness and the unmet demand for financial services.



About Clickatell, Inc

Clickatell is a global leader in mobile messaging and transaction services, which enable its customers to alert, interact and transact with their business partners and communities on the mobile phone.

The company's global footprint means that it can deliver short message services (SMS) through its next-generation Clickatell Mobile eXchange (CMneXt) to over 800 mobile networks in over 200 countries and territories, with the potential to reach 6 billion mobile phone users - more than 80% of the world's population. In addition, with Clickatell Transaction eXchange (CTX), it aims to provide the essential link between mobile consumers and their financial institution, with services like airtime top-up.

More than 15,000 enterprise, government, medium and small business customers and application developers have embraced Clickatell's technology solutions. Founded in 2000, Clickatell is headquartered in Redwood City, California, US. To learn more, visit <http://www.clickatell.com/>.