



ASX and Media Release

22 March 2017

99 WUXIAN LAUNCHES SUCCESSFUL JOINT MARKETING CAMPAIGNS AND SECURES VALUABLE NEW CLIENTS

Highlights:

- **99 Wuxian launches successful joint marketing campaigns with several Chinese banks**
- **99 Wuxian secures valuable new clients and enlarges its user base**

99 Wuxian Limited (ASX: NNW) ("99 Wuxian" or "the Company") is pleased to provide a business update for January and February 2017.

99 Marketplace Progress

Joint Marketing Campaigns: 99 Wuxian has launched several successful joint marketing campaigns with business partners that have the 99 Marketplace system integrated with their banking applications that are used by tens of millions of people around China. The partners that were part of the recent campaigns include the Industrial and Commercial Bank of China, the Agricultural Bank of China, the Shanghai Pudong Development Bank, the Bank of Jiangsu and the Fujian Rural Commercial Bank. January and February are peak seasons for Chinese banks to launch marketing campaigns because of the traditional Chinese New Year, and 99 Wuxian has capitalised on this opportunity to increase its user base and enhance user engagement.

During the campaigns, 99 Wuxian has initiated promotions including lucky draws for bank customers who are new registered users, rewards for mobile transactions, discounts for online petrol cards, e-commerce gift cards and mobile top-ups, as well as cash bonuses. In 2017, Chinese banks will continue to develop their mobile banking businesses. 99 Wuxian's Marketplace is for Chinese banks as an integral part of their strategies to increase user engagement and retention.

Incentive Cloud Service ("ICS") Progress

More growth of rewards programs in the Chinese insurance market

Anhua Agricultural Insurance: 99 Wuxian has secured a new client and partner, Anhua Agricultural Insurance, and will provide use of the ICS reward points platform for the customers of Anhua.

Anhua Agricultural Insurance was established in 2004 with a registered capital of more than AUD \$190m (RMB1 billion). It has over 300 service branches all over China providing a variety of insurance

99 Wuxian Limited

Australian Registered Body Number 164 764 729
27/F, Alexandra House 18 Chater Road, Central Hong Kong
www.99wuxian.com



products and services to its customers including property insurance, agricultural insurance, casualty insurance, etc. It had a premium income of more than AUD \$560 m (RMB3 billion) in 2015, and its asset exceeded AUD \$1.3 billion (RMB7 billion) as at the end of 2015.

iBenefit Progress

More large corporate employers offering rewards and perks to their employees using iBenefit

Longgoal: 99 Wuxian has secured a new client and partner, Longgoal, a distributor for various international high end apparel brands across China, and will provide use of the iBenefit platform to Longgoal to enhance employee satisfaction and loyalty. Longgoal has a large team of over 2,000 employees all across China.

Longgoal was founded in 1996, and has established a strong reputation in the market. Securing Longgoal as a client further reiterates the growing interest by employers, to engage their staff using mobile benefit programs the likes of which 99 Wuxian's iBenefit is an attractive offering.

Ziyan Foods: 99 Wuxian has secured a new client and partner, Ziyan Foods, and will provide use of the iBenefit platform to it to facilitate employee engagement and satisfaction.

Ziyan Foods is a large group focusing on the production and distribution of quality branded food products across China. Currently it operates several quality production facilities, ingredient supply bases and chain stores in more than 20 cities in China, and hires around 9,000 employees that will further enlarge iBenefit's employee base and registered users. Securing 9,000 new users from one employer to the 99 Wuxian's iBenefit platform is a substantial achievement for the Company, and further signals that there are many major employers attracted by the iBenefit platform across China.

For further information, please contact:

99 Wuxian Limited
Mr Ross Benson
+61 418 254 548

99 Wuxian Limited
Mr Henry Chen
+86 186 1137 1515

About 99 Wuxian Limited:

99 Wuxian is a leading provider of online and mobile commerce solutions in China through its three core mobile commerce offerings:

- 99 Marketplace – A leading and reputable mobile commerce platform integrated with Chinese mobile banking application connecting bank customers with high quality merchants for a wide range of products and services.
- ICS – An online mobile rewards & points program for China's large banks, insurance companies and other major financial institutions.
- iBenefit – A mobile incentive and rewards program for employees from some of China's large and medium state owned enterprises and private companies.

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