



SmartTrans Holdings Limited
ASX: SMA

An Australian based
Technology Solutions Company

Corporate Structure:

Shares on issue: 2215 M
Unlisted Options: 166 M
Market Cap: \$AUD 27M
52 week high: 7.1 cents
52 week low: 1.2 cents

Directors:

Mr Mark Vaile AO
Non-Executive Chairman

Mr Bryan Carr
CEO & Managing Director

Mr Andrew Forsyth
Non-Executive Director

Mr Yui (Ian) Tang
Non-Executive Director

Mr Greg Simpson
Non-Executive Director

Mr Ian Hawkins
Executive Director

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<https://youtu.be/-1t vJe1DBA>



Burlee Australia's ugg boots to be lead-in product for SmartTrans Dodoca WeChat e-commerce market place

- SMA establishing WeChat e-commerce market place with Shanghai Stock Exchange-listed Shanghai Dodoca Information Technology Co. Ltd - a leading digital marketer
- Renowned Australian-made Burlee ugg boots to be sold through the WeChat e-commerce market place
- This well-recognised brand is expected to have high consumer appeal in China with SmartTrans and Dodoca to target high-spending demographic
- WeChat e-commerce market place on track for December launch

18 November 2016: SmartTrans Holdings Limited (ASX: SMA) (SmartTrans or Company) is pleased to announce that the range of Australian made ugg boots and accessories produced by highly-regarded ugg boot manufacturer, Burlee Australia, will be the lead in products to be sold through the proposed WeChat e-commerce market place that will launch next month.

SmartTrans and its partner, Guangzhou-Guangdong Information Technology Co. Ltd, the key WeChat division of Shanghai Stock Exchange-listed Shanghai Dodoca Information Technology Co., Ltd (Dodoca), have selected Burlee Australia for the WeChat platform as the products fit with the demographic being targeted (women and children), and they have the potential to deliver scale in terms of sales.

Burlee Australia's parent company was established in 1974 and manufactures a range of sheepskin boots for women, men and children. Burlee's 'Design Your Own' offering means Chinese consumers will also be able to order custom made ugg boots unique to them. It is expected that this offering will have wide appeal to customers using the platform.

SmartTrans Managing Director Bryan Carr said: "We are making excellent progress with finalising commercial terms and the set-up of this WeChat e-commerce market place and are on track for first sales by Christmas. Having Burlee as one of the launch brands is exciting – it's quality and the uniqueness of the offering in the market, teamed with a renowned online partner in Dodoca gives us confidence for a strong start with this platform.

"Already we are witnessing value from the Dodoca MOU. They have been instrumental and actively involved in selecting Burlee Australia with the selection based on their WeChat platform sales and marketing experience and their track record of creating online marketing and sales campaigns for products and services that will resonate with Chinese consumers.

"SmartTrans' and Dodoca's value to Australian companies wanting to market and sell their products through this WeChat e-commerce market place is the scale and exposure that Dodoca's well-established and broad platform can deliver throughout China, and the billing infrastructure and cross-border payment capabilities that are immediately available through SmartPay.

"We are actively assessing other brands to promote through the market place which has huge potential for Australian merchants in the large and fast-growing Chinese e-Commerce sector which leverages the company's capabilities in customer acquisition, payment collection and cross-border payment settlement.

The company also notes recent coverage of its e-Commerce services on SBS Television, which can be viewed on the SBS website at www.sbs.com.au/news/article/2016/11/11/australian-retailers-cash-chinas-singles-day.

– ENDS –

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About SmartTrans

(https://youtu.be/-1t_yJe1DBA)

SmartTrans Holdings Limited (ASX: SMA) is a leading Australian technology and software provider that has developed a mobile and online billing and payment platform for the China market. The company has agreements in place to bill with China Mobile, China Unicom, China Telecom, UnionPay and Alipay. With the growing use of the smartphone as a billing device in China, the company is experiencing significant uptake of its technology in that market. SmartTrans has also developed cutting-edge proprietary logistics software which is used by some of Australia's leading blue-chip organisations who have long term contracts in place with the company. SmartTrans is assessing growth opportunities for its logistic offering in China to complement its mobile and online payments platform.