



SmartTrans Holdings Limited
ASX: SMA

An Australian based
Technology Solutions Company

Corporate Structure:

Shares on issue: 2511 M
Unlisted Options: 166 M
Market Cap: \$AUD 33M
52 week high: 5.1 cents
52 week low: 1.1 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

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https://youtu.be/-1t_vJe1DBA



New Premium Australian brands signed up for SmartTrans Dodoca WeChat e-commerce marketplace

- Agreement with E-vantage secures a diverse range of highly-respected Australian brands for the Dodoca RooLife marketplace ahead of next month's launch of new expanded product offering
- Premium brands to sell products under the agreement include Divine Skincare, Manuka Biotic, Amazonia health foods and sports supplements from Bodiez Protein Water
- SmartTrans and partners confirm target to add 100 brands to the market place within 12 months

01 March, 2017: SmartTrans Holdings Limited (ASX: SMA) (SmartTrans or the Company) is pleased to announce that it has signed a master merchant agreement with E-vantage (the agreement) allowing a number of renowned Australian businesses to sell their products to Chinese consumers through the WeChat-based 'Dodoca RooLife' marketplace.

As announced on 4 January, SmartTrans entered into a formal joint venture agreement with Shanghai Stock Exchange-listed Shanghai Information Technology Co., Ltd (Guangzhou-Weiyue Information Co. Ltd.) (Dodoca) to jointly operate 'Dodoca RooLife' (the marketplace), with all promotional expenses and profits to be shared equally between the two partners.

The new products to be available through the marketplace as a result of the agreement include health, skincare and beauty products from Divine Skincare and Manuka Biotic, health foods from Amazonia, along with sports supplements from Bodiez Protein Water and Australian clean air product, Ausaura Air.

The brands have been carefully selected by SmartTrans and Dodoca based on their track records in producing high-quality products with strong appeal to discerning Chinese consumers in the marketplace's target demographic (women and children).

Dodoca and SmartTrans will use their expertise to develop a unique strategy for selling each of these premium Australian goods to Chinese consumers through the marketplace.

The agreement is in line with SmartTrans and Dodoca's aim of having 100 high-quality Australian brands available through the marketplace within its first year of operation.

These new brands will join Burlee Australia, selected to sell its iconic Ugg boots on Dodoca RooLife in November (Refer ASX announcement on November 18), meaning the marketplace will have further scale and consumer appeal as marketing efforts ramp up.

SmartTrans Managing Director Bryan Carr said: "This agreement demonstrates the significant enthusiasm within the business community for the Dodoca RooLife marketplace which operates within the WeChat environment and has potential reach to its over 840 million users¹.

“Our team is really excited about SmartTrans’ growth and development prospects in China as we establish the Dodoca RooLife platform through WeChat and progressively other platforms.

“Driving scale into the platform through sales growth and product diversity are key priorities for the team. We expect to report further about our progress in the coming weeks.”

– ENDS –

1. Source: www.chinainternetwatch.com/19524/wechat-data-report-2016/, www.statista.com/statistics/255778/number-of-active-wechat-messenger-accounts/

<p><u>For further information, please contact:</u></p> <p>Bryan Carr Managing Director AUST: +61 412 111 968 CHINA: +86 138 1188 8401</p> <p>Media inquiries to: Ben Jarvis Six Degrees Investor Relations: +61 413 150 448</p>	<p>About SmartTrans (https://youtu.be/-1t_yJe1DBA)</p> <p>SmartTrans Holdings Limited (ASX: SMA) is a leading Australian technology and software provider that has developed a mobile and online billing payment and e-Commerce 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.</p>
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