



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 30M  
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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[www.twitter.com/SmartTrans\\_SMA](https://twitter.com/SmartTrans_SMA)

**Youtube:**  
[https://youtu.be/-1t\\_yJe1DBA](https://youtu.be/-1t_yJe1DBA)



## Dodoca RooLife online shopping mall official launch ceremony and major marketing campaigns commenced in China

- Official launch ceremony in Guangzhou marks commencement of major marketing and promotional campaigns to Chinese consumers in Guangdong Province
- Launch was attended by SmartTrans and Dodoca leadership teams and AusTrade
- Launch was extensively reported and distributed in local Chinese media
- RooLife platform currently has 160 different products on site – new brands and services being progressively added with sales team in Australia deployed

**27 March, 2017: SmartTrans Holdings Limited (ASX: SMA) (SmartTrans or the Company)** is pleased to confirm the official launch of the WeChat-based 'Dodoca RooLife' online shopping mall which took place in Guangzhou last Friday. *(See accompanying images and screen grabs of the RooLife WeChat site).*

As announced on 4 January, SmartTrans entered into a formal joint venture agreement with Shanghai Stock Exchange-listed Shanghai Dodoca 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 by the two partners.

The official launch marks a key milestone for RooLife and the effective catalyst for Dodoca to commence a large-scale marketing and promotional campaign to Chinese consumers, initially in the Guangdong Province which has a population exceeding 107 million people.<sup>1</sup>

The launch event was attended by senior representatives of SmartTrans, including Chairman the Honourable Mark Vaile AO, CEO Mr Bryan Carr and COO Mr Brendan Mason, Dodoca's Chairman Mr Huang and CEO Mr Xiu, Austrade Senior Trade Commissioner Matthew Brent and the Deputy Director of the Guangdong Department of Culture Mr. Du,

Since the platform went live in early February, SmartTrans and Dodoca have been actively refining the WeChat platform to test its security and stability ahead of a mass consumer engagement program which has now commenced. The official launch received wide media coverage in Guangdong Province and this publicity is expected to add to the awareness that Dodoca is now building for RooLife through its wider promotional activities.

RooLife currently sells 160 different products from Australian companies and this is expected to be scaled up as new Australian premium goods and services providers join the platform. To drive this growth, a sales team is being deployed in Australia to bring new products and services to the platform.

SmartTrans' Managing Director Bryan Carr commented: "In November last year we signed an MOU to launch RooLife and in less than five months we have established a well-branded, robust e-commerce platform, locked in a strong local partner and secured very highly valued government support in the first major province which has a huge population.

"This is a great achievement for SmartTrans and provides an excellent foundation to establish RooLife as the most visible and trusted e-commerce platform for Chinese

consumers firstly to buy premium Australian products and secondly, to access services such as travel and tourism.

“Online shopping is an established and accepted consumer trend in China, with 36% of WeChat users buying products online once a month<sup>2</sup>. Over 20% of products bought are health and beauty products<sup>3</sup>, a key sector that RooLife is targeting. As sales activities ramp up and new products are added to the platform we look forward to reporting on progress.”

Dodoca and SmartTrans have the objective of attracting 100 premium brands to the site in the first 12 months and plans are well advanced to achieve this.



**Figure 1: Official launch of RooLife on 24 March 2017 in Guangzhou with participants Mr Du (Guangzhou Government representative), Mr Xiu (CEO Dodoca), Mr Huang (Chairman Dodoca), Mr Mark Vaile (Chairman SMA), Mr Bryan Carr (CEO SMA) and Mr Brendan Mason (COO SMA).**



**Figure 2: SmartTrans Dodoca RooLife WeChat online shopping mall screens**

– ENDS –

*Integrity / Innovation / Inspiration / Information*

Source: 1. <http://tieba.baidu.com/p/2537083595>  
2. [www.emarketer.com/Article/WeChat-Chinas-Most-Popular-Chat-App/1014057](http://www.emarketer.com/Article/WeChat-Chinas-Most-Popular-Chat-App/1014057)  
3. [www.emarketer.com/Article/WeChat-Chinas-Most-Popular-Chat-App/1014057](http://www.emarketer.com/Article/WeChat-Chinas-Most-Popular-Chat-App/1014057)

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**About SmartTrans**

([https://youtu.be/-1t\\_yJe1DBA](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 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.