



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 24M
52 week high: 4.6 cents
52 week low: 0.8 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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Youtube:
https://youtu.be/-1t_yJe1DBA



SmartTrans significantly strengthens e-commerce platforms with agreement to sell wines from Australia's National Wine Centre

- SmartTrans partners with Australia's National Wine Centre to add 120 Australian wines to the RooLife e-Commerce shopping platform
- SmartTrans to bring National Wine Centre's Cellar Door online in China to offer a diverse range of Australian wines direct to China's online shoppers
- Wines to be marketed and sold through the RooLife and Wjike e-Commerce shopping platforms
- Allows Australian wineries to connect directly to Chinese customers at cellar door and accept payment via Chinese customer's mobile phones
- Facilitates dedicated WeChat RooLife wine stores for each Australian winery
- National Wine Centre to be able to accept payment directly from Chinese tourists and traveller's mobile phones using SmartTrans' SmartPay platform
- SmartTrans to generate revenue from commission on wine sales and transaction fees

24 May, 2017: SmartTrans Holdings Limited (ASX: SMA) (SmartTrans or the Company) is pleased to announce the continued expansion of its Australian product range available online in China via its RooLife platform, with the signing of a partnership and distribution agreement with Australia's National Wine Centre to sell key brands from its range online through SmartTrans' e-Commerce platforms.

The agreement provides for SmartTrans to sell and distribute wines from the National Wine Centre's member wineries and for the National Wine Centre to promote and offer SmartTrans' China-based marketing and payment services to its members.

The National Wine Centre boasts Australia's largest tasting room with visitors able to sample and purchase 120 different wines and this agreement means Chinese tourists can make purchases via mobile phones and connect with wineries for future purchases.

The National Wine Centre markets and sells a diverse range of wines from boutique wine labels through to Penfolds' Grange, which further supplements SmartTrans' growing range of Australian wines being sold online in China.

These labels will be marketed and sold to Chinese consumers through SmartTrans' recently-launched RooLife online shopping malls, which aims to be one of China's largest online marketplaces for Australian wines.

This latest sales and distribution agreement adds significant scale to the RooLife platforms which sell Australian brands through well-established and trusted Chinese purchasing platforms on WeChat and Taobao. RooLife is operated by SmartTrans in partnership with leading Chinese e-commerce companies Shanghai-listed Dodoca and well-established Wjike.

Premium Australian wine has proven to be a very successful product category on RooLife, with Tim Adams Wines having sold strongly on the platform off the back of strong untapped demand from quality-conscious Chinese consumers in China's fast-growing middle class.

SmartTrans' Managing Director Bryan Carr commented: *"With all the best Cellar Doors in the one place, visitors to both the National Wine Centre in Adelaide and SmartTrans' RooLife e-Commerce platform online in China are able to find the perfect wine to suit their taste and budget."*

"The agreement to sell wines from the National Wine Centre executes on SmartTrans' previously announced objective of having 100 high-quality Australian brands available on RooLife within its first year, while giving discerning Chinese consumers access to a diverse and authentic selection of the finest Australian wines."

Sales of the new range of wine brands through the RooLife platforms commence later this month.

– 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 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, WeChat/Tencent 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.