



SmartTrans Holdings Limited
ASX: SMA

An Australian based
Technology Solutions Company

Corporate Structure:

Shares on issue: 2,717 M
Unlisted Options: 209 M
Market Cap: \$AUD 24M
52 week high: 3.4 cents
52 week low: 0.7 cents

Directors:

Mr Mark Vaile AO
Non-Executive Chairman

Mr Brendan Mason
CEO & Managing Director

Mr Bryan Carr
Executive Director

Mr Yui (Ian) Tang
Non-Executive Director

Ms Tracy Colgan
Non-Executive Director

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SmartTrans strengthens Board and Management to deliver China e-commerce growth

- Having established and validated its China e-commerce strategy, SmartTrans moves to strengthen Management and Board with two high calibre appointees
- Current COO Brendan Mason appointed Group Managing Director based in China
- Former AustCham Beijing Chair Tracy Colgan appointed Non-Executive Director
- Bryan Carr assumes Executive Director Business Development role following relocation to Australia
- Retirement of non-executive directors, Andrew Forsyth and Greg Simpson
- Scale-up of e-commerce platforms in China continues with CAGR greater than 40%

31 July, 2017: SmartTrans Holdings Limited (ASX: SMA) (SmartTrans or the Company) is pleased to announce the strengthening of its Board and Management team in order to facilitate growth of its e-commerce operations in China.

New management structure and appointments

SmartTrans is pleased to confirm that current SmartTrans senior executive Brendan Mason has been appointed Group Managing Director and will join the Board. Brendan has been responsible for overseeing the scale-up of the e-commerce operations in China from SmartTrans' Beijing headquarters.

Brendan joined SmartTrans as Chief Operating Officer and the CEO of SmartTrans Technology (Beijing) Co Ltd in January 2017 having previously served in senior China-based executive roles for Cochlear and South Australian government incubator "SinoSA". Brendan has considerable expertise building businesses in China and since joining SmartTrans has already secured key partnerships to facilitate the growth of SmartTrans' e-commerce operations in China.

In order to drive more Australian brands and services to the RooLife and Wjike platforms, Bryan Carr has assumed the role of Executive Director responsible for Business Development and will oversee SmartTrans' Australian operations following his recent relocation to Australia from Beijing. Bryan is currently executing a pipeline of new brand and service partnerships designed to increase the number of products and services sold on the platforms.

Non-Executive Director appointment

SmartTrans is also delighted to announce that it has greatly strengthened its Board with the appointment of highly-regarded China market business leader and recently retired AustCham Beijing Chair, Tracy Colgan, as a Non-Executive Director.

Tracy's knowledge of the China market is second to none, built over a thirty year career that has included overseeing Kamsky Associates' China operations as President of KAI and Managing Director and postgraduate study at Renmin and Wuhan Universities.

Chinese investments overseen by Tracy have included a \$30 million joint venture chemicals manufacturing facility in Shanghai, a \$50 million wholly foreign owned enterprise (WFOE) based

in Guangzhou, a joint venture with the People's Bank of China in Beijing involving issues of high national priority to China, and a cooperative aviation venture based out of Zhuhai, near Macau.

Integrity / Innovation / Inspiration / Information

Board Commentary

SmartTrans Non-Executive Chairman Mark Vaile said: “To achieve greater scale for our e-commerce platforms in China and deliver sustainable and growing revenue streams, it is vitally important to have senior executives dedicated to the Australian and China markets. Our new management structure accomplishes this by allowing Brendan Mason to focus on growing our marketplaces in China, while Bryan Carr will be focussed in Australia securing new brands and services to the platforms.”

“SmartTrans’ online marketplaces are proven, established, and growing at a pleasing rate, currently delivering greater than 40% compound annual revenue growth as quality-conscious consumers in China purchase Australian products and services from the trusted e-commerce platforms we have established. Monthly revenue has exceeded \$100,000 for the last two months and is growing, but this is still at a very early stage. With our team structure in place, we aim to scale up revenue much more rapidly.

“We are delighted to welcome Tracy Colgan to the Board. Tracy’s China market expertise will be extremely valuable as we look to scale up our e-commerce operations and enter new territories.

“I would like to extend my appreciation and gratitude to our two outgoing directors, Andrew Forsyth and Greg Simpson, who have both been highly valuable contributors during their time on the SmartTrans board. Andrew Forsyth’s dedication and commitment to the organisation in his role as a founding director has been of the highest calibre and Greg’s input and oversight of the financial aspects of the business over the last 3 years has been invaluable.

Bryan Carr added: “In my 10 years working in China I have been fortunate to work with and interact with some very talented executives. Brendan and Tracy are two such individuals that fit this bill.

“Having introduced Brendan to the business in early 2017 it was immediately apparent that Brendan possessed all the attributes, including the business acumen and China experience to take SmartTrans to the next level. Brendan’s appointment heralds a new and exciting period for the company. SmartTrans is in excellent hands with Brendan at the helm.”

In announcing his retirement, Andrew Forsyth commented, “It has been a privilege to serve as a director of SmartTrans for many years but I have now turned 73 years of age and the time has come for me to step aside in favour of younger directors with specific expertise in SmartTrans’ core business. I wish SmartTrans and its hard-working, talented and dedicated team all the very best for the future.”

SmartTrans will continue to assess the composition of its Board to deliver on its successful China e-commerce strategy. Further updates on sales and new brand signings will be reported as they occur, with the company working on a number of exciting prospects.

– ENDS –

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About SmartTrans

(https://youtu.be/-1t_vJe1DBA)

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.