



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 22M

52 week high: 3.4 cents
52 week low: 0.7 cents

Directors:

Mr Mark Vaile AO
Non-Executive Chairman

Mr Brendan Mason
CEO and Managing Director

Mr Bryan Carr
Executive Director

Mr Yui (Ian) Tang
Non-Executive Director

Ms Tracy Colgan
Non-Executive Director

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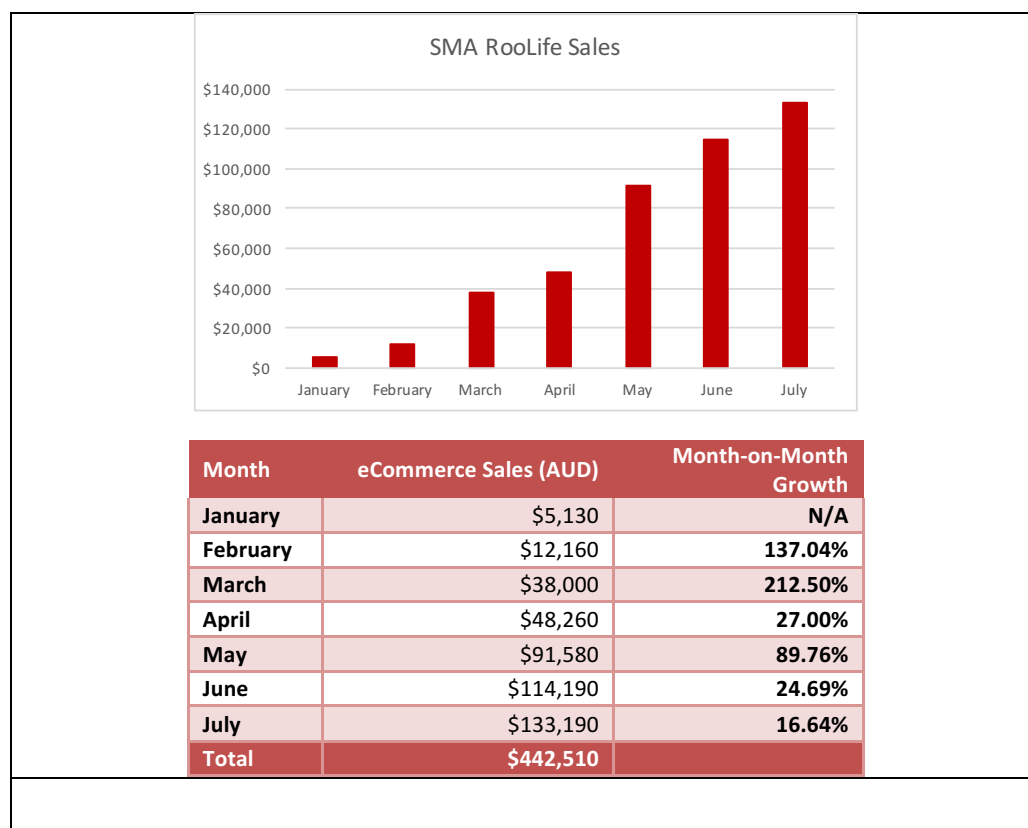
SmartTrans strengthens China e-commerce operations

- Monthly sales on China e-commerce platforms reached AUD\$133,190 in July
- Monthly sales have a CAGR of +40% and in line with expectations
- Quality Australian wine brands recently added – Wolf Blass, Lindemans, Rawson's Retreat and Saltram Wines
- Significantly improved terms of trade enhancing cash receipts
- Online platforms scaling up – new brands and services to be added shortly

23 August, 2017: SmartTrans Holdings Limited (ASX: SMA) ('SmartTrans', 'the Company') provides this update on the sales generated from its China-based RooLife and Wjike online shopping platforms.

Sales through these platforms are increasing strongly each month and totalled AUD\$133,190 in July. SmartTrans is encouraged by this performance which represents a compound annual growth rate of over 40% (see chart and table below). As more scale is achieved, and now that the online channels are proven, sales are expected to keep growing strongly.

Premium Australian wine is proving to be a popular category among Chinese consumers on the RooLife and Wjike platforms. SmartTrans is pleased to have recently added well recognised and highly regarded labels including Rawson's Retreat, Lindemans, Wolf Blass and Saltram Wine brands to the platforms.



Also noteworthy is the improved terms of trade being negotiated with both suppliers and platform partners. SmartTrans has negotiated much improved payment terms with key suppliers and cash collection terms with online partners. This is expected to enhance cash flow and hence provide more working capital to strengthen online sales channels.

Integrity / Innovation / Inspiration / Information

SmartTrans Managing Director Brendan Mason said: “Month-on-month sales are meeting our expectations, and while still relatively modest, they confirm that our China-based e-commerce strategy is working. With more brands added and wider online channels being put in place, we will see sales accelerate.”

“Premium Australian wines are becoming a popular category for quality-conscious consumers in China’s fast-growing middle class and we are capitalising on this demand. More labels will be added shortly.

“We have also worked hard to improve our terms of trade with suppliers and our online partners. This will enhance cash collection and give us improved financial flexibility to better fund growth.”

“SmartTrans is strengthening its China-based e-commerce platforms by adding new products, services and other online sales channels. We will report on these shortly.”

– ENDS –

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About SmartTrans

SmartTrans Holdings Limited (ASX: SMA) is a leading Australian technology and software provider with cutting-edge solutions in both the online retail and logistics markets.

SmartTrans has established online marketplaces in partnership with leading Chinese e-commerce firms Dodoca and Wjike, where quality-conscious consumers in China’s rapidly-growing middle class can purchase premium products from Australian brands.

SmartTrans has also developed a proprietary cloud-based supply chain software solution that has been deployed by many leading Australian blue-chip organisations, some who have long-term contracts in place with the company.