



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 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 selling premium Australian holiday packages to Chinese tourists through RooLife platforms

- Leverages strong, established RooLife e-commerce platforms in China to offer tourists authentic, high-end Australian tours.
- The first Services offering by SmartTrans on its RooLife channels to the Chinese market.
- Large market opportunity: currently 1.3 million Chinese tourists visit Australia each year, total spending tipped to reach \$13 billion per year by 2020.¹
- SmartTrans offering premium travel experiences, fully serviced by local tour guides, emphasising authentic lifestyle, wildlife and scenic experiences.

28 August 2017: SmartTrans Holdings Limited (ASX: SMA) ('SmartTrans', 'the Company') is pleased to announce it expects to further strengthen its revenue base with new marketing and sales campaigns for a range of tourism packages currently being sold directly to consumers in China through its RooLife online marketplaces.

The Services are available now, revenue will flow from September 2017. Consumers in China can purchase authentic, high-end, Australian tours through SmartTrans' RooLife online store on the popular e-commerce platform WeChat. This is the first services offering by SmartTrans. The SmartTrans sourcing team are well advanced in building a services arm offering luxury tourism.

Among the first tours on offer are family adventure holidays and active adventure vacations to Queensland they include exclusive VIP options for selected destinations. The tours are designed to enrich the Chinese tourist experience through engagement with local communities and opportunities to enjoy the Australian way of life. (Images of the packages are illustrated overleaf in Figure One and Figure Two.)

The addition of tourism products complements RooLife's successful concept of promoting Australian products, services and heritage to China's large and growing online base of users.

The number of Chinese tourists visiting Australia has grown rapidly due to Australia's reputation as a high-quality, unique and safe holiday destination. According to Tourism Australia, 1.3 million Chinese tourists visited Australia during FY2017, up 9.9% year-on-year,¹ and total revenues are projected to grow to \$13 billion per year by 2020.²

RooLife plans to tap into the premium end of this high-growth market by targeting young families with growing disposable income levels, educated Chinese travellers with overseas experience, and individuals looking for tailor-made experiences overseas. RooLife connects these tourists with Australian products that they can continue to buy online once returning to China.

SmartTrans CEO and Managing Director Brendan Mason said: "There is a large, fast-growing and under-serviced market in China for unique Australian tourism experiences. A recent story in

¹ www.tourism.australia.com/content/dam/assets/document/1/6/y/a/7/2003983.pdf

² www.tourism.australia.com/content/dam/assets/document/1/6/x/g/p/2002921.pdf

Forbes reported that Chinese outbound tourists have quickly evolved into experienced and sophisticated travellers. They crave lifestyle experiences when they travel abroad ³.”

“RoofLife is rapidly establishing itself as a trustworthy source of premium quality Australian products among sophisticated Chinese consumers. The addition of tourism services products leverages this strong reputation to further grow our revenue base from September 2017.”

“SmartTrans is continuing to strengthen its China-based e-commerce platforms and anticipates further announcements on this front in the near future.”

Figure One



Figure Two



– ENDS –

³ <https://www.forbes.com/sites/deborahweinswig/2017/08/23/retail-and-the-traveling-shopper-what-we-can-learn-from-chinese-outbound-tourists/#71de06dd79ae>

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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 some of Australia's leading blue-chip organisations who have long-term contracts in place with the company.