



SmartTrans Holdings Limited
ASX: SMA

An Australian based
Technology Solutions Company

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SmartTrans adds De Lorenzo's Enzo products to China-based e-commerce platforms

- High tier hair care products add greater scale and product diversity to RooLife following the addition of new premium wines and tourism products in August
- RooLife to ramp up marketing of products to coincide with major China shopping event "Singles Day" on 11/11 next month
- Monthly sales growth continues in September – sales now exceeding A\$145k per month and growing

5 October 2017: SmartTrans Holdings Limited (ASX: SMA) ('SmartTrans', 'the Company') is pleased to announce it has broadened the range of premium Australian brands available on its China-based RooLife e-commerce marketplace by adding De Lorenzo's high-end shampoo range, Enzo, to the platform.

The agreement with Enzo will add greater scale and product diversity to RooLife, increasing the momentum generated by the luxury tourism and new premium wine brands that were added to the platform in August.

RooLife's monthly sales continue to grow, with revenue for September exceeding A\$145,000. Annualised e-commerce revenue is tracking at A\$1.8 million and this will grow materially given the contribution of various recently added brands and categories.

SmartTrans has developed Chinese-specific marketing collateral for Enzo in preparation for November's "Singles' Day", the world's largest annual online sales event, which last year generated ~A\$20 billion in sales in 2016.¹ This is expected to be a key revenue-driver for SmartTrans in China.

In addition, SmartTrans has been leveraging its expertise in China by assisting premium Australian brands such as Enzo, through the provision of a range of the first-step services necessary to enter the China market.

SmartTrans Managing Director Brendan Mason said:

"This agreement with Enzo demonstrates the many ways in which SmartTrans is able to leverage its experience in the Chinese market. Haircare is a category that we have researched well. We have identified its appeal to Chinese consumers. RooLife has developed a reputation as the go-to source for premium Australian products. "We are now looking to materially grow RooLife's revenue base, with a number of upstream and downstream initiatives. We will provide more details in the near future."

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About SmartTrans

SmartTrans Holdings Limited (ASX:SMA) is a leading Australian software and technology provider that offers cutting-edge solutions for the online retail and logistics markets. The company operates a payment gateway for the Chinese and Australian markets.

China - In partnership with leading Chinese e-commerce firms, SmartTrans has built online marketplaces from which quality-conscious consumers in China's rapidly growing middle class are able to purchase Australian premium consumer products.

Supply Chain Australia - In addition, SmartTrans has long-term contracts with some of Australia's leading blue-chip organisations for its proprietary, cloud-based supply chain solutions telematics software as a service (SaaS).

¹ <http://www.abc.net.au/worldtoday/content/2016/s4573296.htm>