



SmartTrans Holdings Limited
ASX: SMA

An Australian based
Technology Solutions Company

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SmartTrans launches Intellectual Property Protection services for Australian brands in China

- Service helps to protect Australian brands from the widespread risks associated with trademark squatting
- Three revenue-generating agreements secured since launch
- Leverages SmartTrans' extensive China market expertise, established team and infrastructure

12 October 2017: SmartTrans Holdings Limited (ASX: SMA) ('SmartTrans', 'the Company') is pleased to announce it is leveraging its established team and infrastructure in China to launch an intellectual property (IP) protection service offering for Australian brands entering the Chinese market.

Established in September, SmartTrans has three revenue-generating clients for its IP services offering, the premium hair care brand Enzo, caffeine-based skincare range BotanicES, and Tertini Wines.

With broad and growing interest in IP services, SmartTrans anticipates this will become a long-term meaningful revenue stream for the Company.

SmartTrans' services suite currently includes:

- CFDA registration of products in China & preparatory work for gaining customs clearance;
- guidance around managing IP issues, advice for shipping Australian products to Chinese consumers; and
- the creation of localised marketing materials.

These services are vital for foreign businesses and brands that plan to trade in China.

SmartTrans believes that smart businesses will prioritise their China business protection strategy as practical insurance to counter the widespread of trademark squatting in China, and bridge the vast regulatory differences between Australia and China.

SmartTrans Managing Director Brendan Mason said: "This new revenue-generating service is another step for SmartTrans in growing and diversifying its revenue streams and enables us to leverage our team and infrastructure in China."

"Our China market knowledge gives SmartTrans the ability to protect IP, meaning we can offer a complete service to Australian brands entering China."

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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).