

## SmartTrans Direct Carrier Billing with China Mobile extended to Jiangsu and Sichuan Provinces

- **Additional Provinces have a combined population of approximately 160 million<sup>1</sup>**
- **Follows successful roll-out of Direct Carrier Billing agreement with SmartPay platform in Guangdong**
- **Growing and strong endorsement of SmartTrans' SmartPay billing technology**
- **Will strengthen SMA's growing recurring revenue streams**
- **SMA negotiating expansion into additional provinces as uptake of SmartPay increases**

**24 March 2015:** Mobile and online payments platform and logistics software provider **SmartTrans Holdings Limited (ASX: SMA)** ('SmartTrans' or 'the Company') is pleased to announce that following the recent announcement of the Company's new Direct Carrier billing arrangement providing billing with China Mobile, initially launched in Guangdong, the telco has now extended the agreement to include the Jiangsu and Sichuan Provinces. The roll out into Jiangsu has already occurred and the expansion into Sichuan Province will occur later this week.

Using SmartTrans' integrated Direct Carrier platform, SmartPay, App developers and content providers can now promote and sell their products and services directly to segments of China Mobile's 800 million subscribers<sup>2</sup> in these provinces. The combined population of the two new provinces is approximately 160 million<sup>1</sup>.

As previously advised, SmartTrans acts as the billing provider and receives a royalty fee for the purchase of Apps or content promoted to China Mobile subscribers, which can be any amount up to CNY50 (~AUD\$10) per transaction.

SmartTrans is encouraged by the expansion into Jiangsu and Sichuan which is a very strong endorsement by China Mobile, and importantly, a catalyst for continued growth in recurring revenue streams.

SmartTrans' Managing Director Mr Bryan Carr commented: "This latest endorsement of our SmartPay platform by China's largest and most respected telecommunications provider is very pleasing, more so because it builds on the initial success we have had with the Direct Carrier billing model in Guangdong."

"We are encouraged that our technology has performed well, and we consider this to be another important channel for SmartPay, as well as a growing source of recurring revenue.

"The continued uptake of the SmartPay platform in China by a growing number of App and content providers who wish to market their offerings to China Mobile's subscribers will drive this growth in recurring revenue streams.

"Our revenue model from this arrangement is very simple and benefits all parties. China Mobile earns revenue from bringing the customers, our content and App developers earn greater revenue from their exposure to China Mobile's customer base and SmartTrans grows its revenue from an increasing number of revenue streams by providing the billing architecture. This revenue sharing model is at the heart of the arrangement's success."

"Negotiations continue with China Mobile to expand use of the Direct Carrier billing model into more major provinces and we look forward to updating shareholders on our progress in this regard in the near future.

– ENDS –

1. Source: <http://www.citypopulation.de/China-Sichuan.html> 2. Source: <http://www.forbes.com/sites/chuckjones/2015/02/19/china-mobiles-explosive-4g-growth-is-positive-for-apple/>


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### **About SmartTrans**

*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 with China Mobile, China Unicom, China Telecom CMPay, 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.*

 **@SmartTrans\_SMA**