



SmartTrans breaks through milestone of 4.3 million customers using SmartPay platform in China with 1.2 million customers billed in July

- SmartTrans now has 4,393,000 customers who have transacted via SmartPay platform
- 1,227,500 customers billed in the month of July alone as growth continues
- Revenue from China operations grew strongly in July – growth to be reflected in Q1 FY2016 results
- Platform of recurring revenue coupled with growing in-App purchases underpins further growth in China
- SMA assessing revenue-generating opportunities from Data Analytics being gathered from SmartPay

12 August 2015: Mobile and online payments platform and logistics software provider **SmartTrans Holdings Limited (ASX: SMA) ('SmartTrans' or 'the Company')** is pleased to announce that in July the Company recently achieved the significant milestone of 4 million customers who now transact via its SmartPay platform in China, with 1,227,500 customers billed in the month of July alone. SmartTrans now has 4,393,000 customers who transact via SmartPay, some across multiple channels.

This announcement comes just over four months after SmartTrans announced it had reached the 1 million customer mark (ASX 31 March 2015), demonstrating the rapid growth and uptake the Company is now achieving with the SmartPay platform. The Company is greatly encouraged by this latest milestone, which it considers to be a reflection of the popularity of the range of apps and content now available to consumers via the platform across a wide range of channels.

SmartTrans is confident that the ongoing growth in the number of customers who transact via SmartPay is largely due to the credibility earned by the company working in-market with multiple content and app providers from China and forms a solid foundation for foreign companies seeking to enter the market.

The Company maintains a mixture of recurring and passive revenue from subscription revenue which does not require any further marketing spend to maintain and a growing base of in-App purchasing revenue sourced from third parties using the Company's billing platform.

SmartTrans is pleased that in July it again achieved a new monthly revenue record with strong growth recorded. This will be reflected in the first quarter revenue for FY2016 which will be reported in October.

SmartTrans Managing Director, Bryan Carr, commented: "This is yet another fantastic milestone for the Company with our SmartPay platform in China and is an incredible achievement from our billing platform launched in July last year."

"Our SmartPay China payments platform incorporating Direct Carrier billing arrangements with both China Mobile and China Telecom is providing excellent growth in customer numbers and revenue."

With the planned expansion of the Direct Carrier billing service into additional major provinces, along with a growing number of third parties wishing to utilise our reach to consumers through SmartPay, we feel that there is still much untapped potential for us in China."

"The fact that we billed over 1.2 million customers in the month of July alone has resulted in another strong monthly revenue result for our China operations and I look to updating shareholders on this, along with our preliminary full year results, in the near future."

Mr Carr said the Company was now assessing ways in which it can monetise the Data Analytics being gathered from the SmartPay platform, a source of revenue yet to be tapped. "We are gathering significant analytical data on consumer spending habits and trends through SmartPay and this is very valuable data to marketers, advertising agencies and consumer goods companies. This is proprietary data to SmartTrans and the unlocked value of this is significant."

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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.



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