



SmartTrans Holdings Limited
ASX: SMA

An Australian based
Technology Solutions Company

Corporate Structure:

Shares on issue: 2215 M
Unlisted Options: 166 M
Market Cap: \$AUD 100M
52 week high: 7.1 cents
52 week low: 1.5 cents

Directors:

Dr. Geoff Raby
Non-Executive Chairman

Mr Bryan Carr
CEO & Managing Director

Mr Andrew Forsyth
Non-Executive Director

Mr Yui (Ian) Tang
Non-Executive Director

Mr Greg Simpson
Non-Executive Director

Mr Ian Hawkins
Executive Director

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https://youtu.be/-1t_vje1DBA

SmartTrans expands Direct Carrier Billing into Hainan Province

- Expansion into Hainan gives SMA Direct Carrier Billing coverage in eight major provinces in China with the potential to reach 468 million mobile subscribers¹
- Further validation of Direct Carrier Billing service by billing partners as SmartTrans continues expansion into new provinces
- SmartTrans finalising new billing agreement for new product range – expecting immediate revenue generation
- Company focused on payments collection – anticipating material improvement in current quarter

30 March 2016: SmartTrans Holdings Limited (ASX: SMA) (SmartTrans or Company) confirms that it has expanded its Direct Carrier Billing service into Hainan Province, following the agreement to launch the service in Jiangsu Province earlier this year (ASX 29 January 2016).

Hainan Province, which has a population of over 9 million, is a major tourism hotspot and is also China's largest Special Economic Zone².

Together with its telco partners, China Mobile and China Telecom, SmartTrans now has Direct Carrier Billing capabilities across eight major provinces in China, with the potential to reach approximately 468 million mobile phone subscribers (see map and table below). Further provinces are being targeted.



	Province	Population	Cell phone Users
1	Guangdong	107,240,000	139,350,000
2	Hubei	57,260,000	43,519,000
3	Gansu	25,849,800	18,917,000
4	Sichuan	81,070,000	59,322,000
5	Shandong	95,800,000	78,252,000
6	Jiangsu	79,394,900	77,614,000
7	Liaoning	42,030,000	43,040,000
8	Hainan	9,034,800	8,177,000
	TOTAL	497,679,500	468,191,000

Population & number of mobile phone users by province¹

Integrity / Innovation / Inspiration / Information

The range of products generating revenue from Direct Carrier Billing operations continue to build favourably for SmartTrans. Products and services being billed for include travel expenses, media content, mobile games and online education content.

SmartTrans is pleased to report that it is currently finalising an agreement with a new third party to utilise the Direct Carrier Billing service, initially in Hainan Province with a new content category provider. The Company anticipates executing this agreement in the next two weeks and it will be immediately revenue generating.

Update on Revenue Clarification

SmartTrans advises shareholders that as per its announcement of 1 February 2016, the Company has placed significant focus on cash collection which should result in a material improvement in cash receipts this quarter.

As previously communicated, the payment terms that SmartTrans has in place with its billing partners in China, a number of which are State Owned Enterprises, range from 90 to 120 days, resulting in a differential between reported revenue and cash receipts.

CEO Commentary

SmartTrans Managing Director Bryan Carr commented: “This launch of Direct Carrier Billing into Hainan Province is a pleasing development and further validation of both the offering and the technology that underpins it.”

“It also reflects our strategy to systematically expand this service across China with our telco partners.”

“The agreement we are currently finalising with a new third party to initially commence in Hainan Province represents a new revenue-generating opportunity for SmartTrans in a dynamic and growing market sector and I look forward to updating shareholders on this shortly.”

“We are also pleased to confirm that we have been very proactive and focused on payment collection in the current quarter. Revenue has been tracking in line with expectations in the Quarter, consistent with lower levels of purchasing activity that occur in the lead up to and during the Chinese New Year period. Notwithstanding, SmartTrans’ revenue from Direct Carrier Billing is expected to trend upwards from mid-March.”

– ENDS –

1. Source: <http://tieba.baidu.com/p/2537083595>
2. Source: <http://en.hainan.gov.cn/englishgov/>

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About SmartTrans

https://youtu.be/-1t_yJe1DBA

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, 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.