



a gateway to Chinese m-commerce...

Analyst pack / June 2014

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Contact

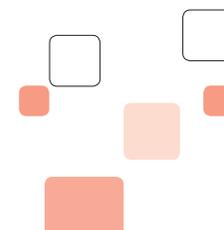
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Share Registry

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Auditors

BDO Limited
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Hong Kong



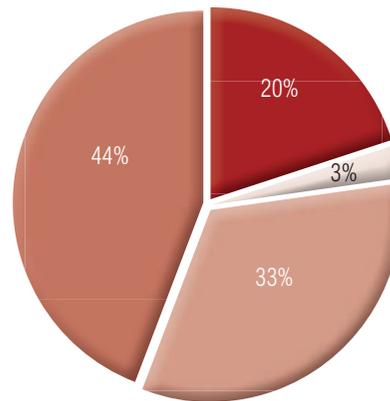
Capital raisings

Pre IPO round May 2013:	A\$7.0m
IPO round October 2013:	A\$20.0m

Capital deck

CDI's on issue:	1,024,569,500
CDI's on freefloat:	67,735,087
CDI's escrowed to 8/10/14:	36,834,413
CDI's escrowed to 8/10/15:	919,999,997

Register analysis



Directors/Management

Institutions/Funds

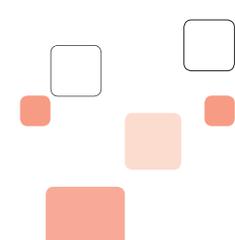
Professional/Investors

Retail

Directors interests

No of CDI's

Amalisia Zhang	255,300,970
Ross Benson	27,144,220
Tony Groth	4,750,000
YongKuan Duan	Nil
Simon Green	2,080,000
David Chen	Nil



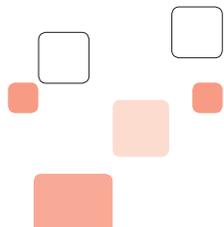
INVESTMENT HIGHLIGHTS

- m-commerce is one of the largest growing opportunities in China. There are over 1.22 billion mobile phone users, 4.3 billion bank cards on issue and a market in e-tailing growing at over 120% compounded since 2003
- 99 Wuxian's business partners provide access to the largest Chinese consumer "big data" database
- 99 Wuxian is the core m-commerce platform partner to China's leading institutions (B2B2C)
- 99 Wuxian is established in a high barrier to entry market
- 99 Wuxian is positioned in one of the fastest growing m-commerce opportunities in China
- 99 Wuxian's business model is well positioned to capture the growth opportunity in China's m-commerce market
- 99wuxian.com was established by Handpay in 2011
- Handpay is China's 3rd largest third party mobile payment gateway service provider
- 99wuxian.com's business model has been operational since 2011
- 99 Wuxian Ltd executed an exclusive 30 year partner agreement with Handpay in 2013
- 99wuxian.com has been a subsidiary of 99 Wuxian Ltd since June 2013

ASX ticker

ASX:NNW

Market cap value (A\$M)	477 million
CDI's on Issue (M)	1,025
Share Price (10 June 2014)	47.5 cents



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Company data

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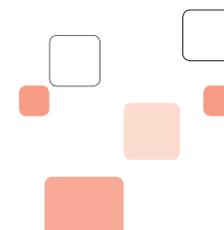
Financial overview

99 Wuxian reports maiden profit
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Poised for growth

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Corporate governance

Regulation
Board of directors
Key management



Dear Investors,

99 Wuxian (the Company) is a pioneer in China mobile commerce (m-commerce). M-commerce is the name given to the transactions people undertake when consumers use their mobile phone or tablet to buy goods and services or entertainment. It is e-commerce on a phone or tablet.

The Company was established in May 2013 in order to capture the opportunities in the booming consumer spending and use of mobile devices for banking and the purchase of goods and services in China. It then listed on the Australian Stock Exchange (ASX) in October 2013.

The mobile marketplace 99 Wuxian.com is operated under the terms of an exclusive agreement (the Handpay Services agreement) with Shanghai Handpay Information & Technology Co., Ltd. (Handpay). Handpay is a key strategic partner to China UnionPay (CUP) which is China's largest domestic bank card organisation and the only interbank network in China.

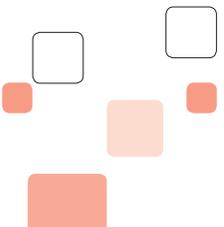
99 Wuxian is unique in the m-commerce sector because it has specifically adopted a business-to-business-to-consumer (B2B2C) model. This model not only has high barriers to entry but creates an environment where the business interests of 99 Wuxian, such as efficient registered user acquisition and increasing sales, are aligned with those of both the Business Partners and the Merchants.

The Business Partners and Merchants together derive unique business benefits from the continued success of 99 Wuxian. The Business Partners provide the benefits of 99 Wuxian's mobile marketplace to their customers and the Merchants have access to the customers of the Business Partners. Both Merchants and Business Partners have the opportunity to earn income from the transactions in the marketplace. The customers of the Business Partners are given the opportunity to shop and transact in a safe, secure environment that understands their needs and preferences in a way that benefits them and at the same time also benefits the business interests of 99 Wuxian, the Business Partners and the Merchants.

99 Wuxian provides the convenience of one-stop shopping in a secure mobile environment as well as integrated sales and payment channels allowing Merchants to reach out to the Business Partners' quality customers without approaching them individually. For Merchants, co-operation with 99 Wuxian.com means cooperation with the Business Partners, whose card holders are valuable and credible consumers to whom they can deliver their goods and services.

Customers of the large telecommunications companies and those with mobile accounts are all active customers of the banks. 99 Wuxian provides the active platform for business partners by increasing the spend per card user as well as reducing transaction costs associated with mobile payments compared with traditional over the counter payments. Business Partners also benefit by providing a mobile online shopping gateway to their customers, secure in the knowledge that the customer will only be dealing with reputable Merchants. The potential extension in the future of the 99 Wuxian platform to include personal financial products in response to consumer trends represents an additional promising benefit for Business Partners.

Customers of Business Partners (Banks) can access quality products and services, paid by a safe and secure payments system, through a secure and convenient gateway provided by 99 Wuxian.com. 99 Wuxian.com is embedded within the banks'/operators' APP, so the customer can access the APP easily and pay through their designated bank account, or use their Business Partner reward points to make purchases. This provides a convenient and secure shopping platform.



Understanding 99 Wuxian's business model

99 Wuxian has created an m-commerce market place where Registered Users can use their mobile phone, or tablet to buy a wide range of goods or services from over 155 of China's leading Merchants or retailers anywhere, anytime.

99 Wuxian's mobile market place connects the customers of the Business Partners, which currently comprise 50 large financial institutions and China's three telecommunications companies, to over 155 quality Merchants offering a wide and diverse range of goods and services for purchase. These Merchants include leading e-commerce giants such as JD (the largest online direct sales company in China in terms of transaction volume in 2013), as well as other independent Merchants who combined make available products for purchase that cover almost every aspect of daily life, such as travel and hospitality (Ctrip), entertainment (Huacai Lottery), as well as food and beverages (85cafe) among others.

99 Wuxian's registered users purchase and transact from within a business partner's app (banks), enabling users to access the market place from within the business partner's trusted and secure online environment.

The customers of the Business Partners, either due to promotional campaigns or with the Merchants directly, purchase a wide range of goods and services available to them including: phone recharging, bill payment, movie and transport tickets, lottery tickets, games, and traditional physical consumer products.

99 Wuxian primary source of revenue is derived from the commission it earns from each and every transaction conducted on the platform. As the Company is entering the second phase of its development, it is planning to add additional revenue streams to the business in three key ways:

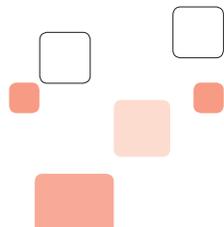
1. Identifying and responding to user preferences and purchase behavior by creating specific channels for proprietary products such as the development of the game centre "99 Play".
2. Product innovation such as the introduction in early 2014 of the '99 e-coupon', a product that links electronic coupons from a number of significant e-commerce platforms with the user-friendly 99 Wuxian platform. Users can customise the value of their '99 e-coupon' and have unique access to discounts with globally recognised Merchants such as Amazon, as well as popular Chinese Merchants such as JD.com, Ctrip, Yihaodian, Dangdang and Suning.
3. Commercialising the analysis and purchase behaviour modelling enabled by the Company's unique pool of 'big data' which is continually being generated by transactions on the platform.

Since Listing October 2013

99 Wuxian performed strongly in its first seven months since listing on the Australian Securities Exchange. We are delighted to report growth in all key indicators, with strong financial performance reflecting considerable progress towards establishing a foundation for long term growth.

The Company's strategy for the first phase of its life as a listed Company was to establish critical mass in both merchant numbers and Business Partners, with more than 155 active Merchants and 50 leading banks and financial institutions now transacting on the platform. With the Company now boasting access to more than 80 per cent of China's mobile banking users through its business partner network, it is clear a very solid foundation has been achieved.

In order to further build the user base and drive transactions, we have pursued a number of strategic initiatives which have enjoyed great success. Joint promotions and marketing campaigns have been conducted with a number of business partners, resulting in a significant increase in mobile banking usage by existing bank customers, combined with increased transaction volumes on the 99 Wuxian.com platform.



A further outcome is the achievement of considerable growth in registered users to more than 29.5 million at the end of Q1 2014, representing almost 50 per cent growth since December 2012.

Similarly, a push towards unlocking the value of 99 Wuxian's proprietary 'big data' has enabled us to work with our Business Partners to deepen their relationships with customers and provide offers tailored to their specific needs. Making this data work harder for the Company will increase platform efficiency and overall customer satisfaction.

In the future, we expect that the current portfolio of Business Partners will provide sustained organic growth in registered users, which will be underpinned by the continued strength of the Chinese m-commerce market. Our focus on increasing both the average spend per transaction and spend per user should see these metrics continue to grow. We remain confident in the Company's medium-long term growth prospects.

Recognising the importance of diversified revenue streams, 99 Wuxian is launching 99 Play, a new mobile game recharge platform which seeks to capitalise on the rapidly broadening use of mobile phones in China as a key source of entertainment.

The China online game market achieved revenues of RMB89.16 billion (AUD16.2 billion approx.) in 2013, of which the mobile share was approximately RMB9.24 billion (AUD1.675 billion approx.) representing a year-on-year growth rate of 371.4%. Dramatic growth is expected to continue in this segment with revenues from mobile games expected to double in 2014 reaching revenues in 2017 of RMB65.29 billion (AUD11.84 billion approx.) (source: iResearch Consulting Group, 2013 China Internet Economy Report)

The campaign is currently in beta testing and has already seen very positive results with 10 per cent of users in the trial downloading the promotional package and the revenue of the game channel has increased by 20% over the trial period.

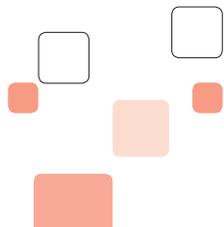
The Company will seek to extend this campaign to other banks within its portfolio of more than 50 banking and financial institution Business Partners with particular emphasis on the Commercial Bank of China and the Agricultural Bank of China.

With initial critical mass achieved, our focus is shifting to increasing revenues by extracting maximum value from our existing user base by increasing both the value and volume of transactions. In addition to continuing to market to our existing users through joint promotions with Business Partners and Merchants, other initiatives are being undertaken to facilitate growth in both volume and value of transactions through the marketplace. We expect that this will be bolstered by the macro trend of increasing propensity of users to transact via m-commerce, with larger values per transaction.

The m-commerce market globally continues to grow apace, particularly in China where the number of smart phone users has reached 580 million, equivalent to nearly 1.8 times the entire population of the United States. In 2013, m-commerce in China grew by 165% when compared with 2012, while generating a total of RMB 167.6 billion (AUD30.47 billion approx.) in sales. (source: iResearch Consulting Group, 2013 China Internet Economy Report). The scale of this market and the speed at which it is growing cannot be ignored, 99 Wuxian remains ideally positioned to capitalise as the market leader in Chinese B2B2C m-commerce, given the access to mobile users enabled by our business partners, the high quality merchants choosing to join the platform and the high barriers to entry inherent in the B2B2C model.

The platform's share of the Chinese m-commerce market has increased to 2.96% of the RMB 167.6 billion (AUD30.47 billion approx.) market in 2013, a substantial increase from the 2012 market share of 1.87%. We expect this growth to accelerate as m-commerce attains further prominence in the Chinese market.

The composition of the market is also changing in an important way with the average age of mobile Internet users in China increasing. Approximately 43 per cent of users are now over the age of 30, an increase of 9.7% since 2011. (source: CNNIC China Internet Network Information Centre). We anticipate that this fact alone will positively affect the platform's average transaction value in the medium-long term, as the platform becomes progressively favoured by users with higher levels of disposable income.



We were also particularly encouraged to see the Chinese Government's commitment to encouraging the activities of non-Government businesses in the wake of the Third Plenary Session. We remain confident that further liberalisation of the Chinese economy and the removal of barriers to investment will be of great benefit to the Company and the sector in the future.

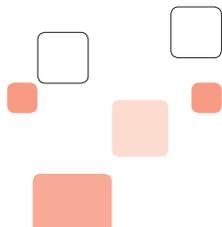
Key business drivers

- Anticipated growth of retail sales in China
- Anticipated increase in the mobile phone market share of Smartphones and tablets in China
- Anticipated growth of online sales in China and particularly the growth of mobile online sales;
- Anticipated increase in the number of Business Partners in the coming year;
- 99 Wuxian management focusing on adding new products to the platform which will deliver higher service fees to 99 Wuxian;
- Emphasis on analysing data to provide Merchants with customers who match their products, based on analysis of customer spending patterns;
- Focusing on providing customers with the ability to redeem their Business Partner reward points to purchase goods from 99 Wuxian.com;
- Anticipated increase in the number of potential customers that can be reached through the mobile payment APPs of the Business Partners who use Handpay's payments technology and who carry the 99 Wuxian APP within their payments systems;
- Anticipated rise in interest from Merchants who either have, or will want to, join 99 Wuxian.com because of the large number of potential customers they can access; and
- Emphasis on the exclusivity of the co-operation relationship by way of the Handpay Services Agreement.

Outlook & growth strategy

We expect that the current portfolio of Business Partners will provide continued organic growth in registered users, which is underpinned by the inexorable growth of the m-commerce market in China. The focus, for the rest of 2014 will be on growing registered users, total spend per customer and average spend per transaction.

Operationally, we are very pleased with the Company's progress to date, having delivered across all key performance indicators, which enables us to focus on maximising the spending per customer and average spending per transaction of the 99 Wuxian.com marketplace platform, while exploiting different revenue streams through initiatives such as 99 Play.



The focus in the first phase of the Company's development was to build critical mass in terms of registered users, Business Partners and Merchants. This has been achieved in the second phase of the Company's development, the focus is on:

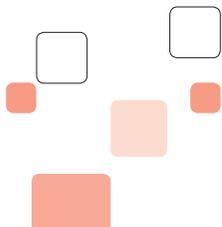
- extracting the maximum value from the registered user base by deepening its relationships with its Business Partners, Merchants and registered users in order to increase both the value and volume of user transactions
- continuing to grow the base of registered users, including increasing the conversion rate of the 300 million users of our Business Partners mobile apps to also become 99 Wuxian Registered Users and in turn cultivating customer behaviour to increase frequency and value of their spend
- build brand equity to increase both loyalty and transaction activity of registered users

To achieve these goals, the second phase of the Company's development will focus on the following key areas:

- expanding efforts with business partners to develop joint marketing campaigns and promotions to encourage deeper use by their customers of the platform and increase the conversion rate of Business Partner app users to 99 Wuxian Registered Users
- unlocking the value of the Company's unique 'big data' assets and apply the Company's unique insights to better understand user purchase behaviour. These insights can inform and deliver more effective joint-marketing campaigns, identify emerging opportunities to tailor product offerings as well as provide an additional revenue stream through the commercialisation of data mining analysis and insights. This is made possible by deploying sophisticated proprietary data mining techniques to analyse the unique pool of data arising from the combination of non-personally identifying customer data shared by Business Partners and 99 Wuxian's deep, rich pools of transaction generated data.
- working closely with Merchants to optimise both their product mix and the user experience to better match user preferences
- expanding the portfolio of Business Partners with the result of increasing the potential base of Registered Users as well as well as achieving further penetration into the financial services sector
- personally identifying customer data shared by Business Partners and 99 Wuxian's deep, rich pool of transaction generated data
- working closely with Merchants to optimise both their product mix and the user experience to better match user preferences
- expanding the portfolio of Business Partners thereby increasing the potential base of registered users as well as well as achieving further penetration into the financial services sector



Amalisia Zhang
Founder and CEO



99 Wuxian Positioning

ONLINE/OFFLINE
M-RETAIL/M-COMMERCE



155+
M-Retails &
M-commerce

99 WUXIAN PLATFORM



Lifestyle
value – add
service

BUSINESS PARTNER'S APP

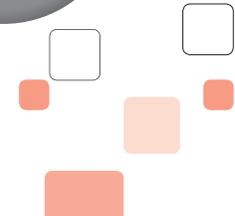


50+
Banks &
Financial
Institutions

CUSTOMERS

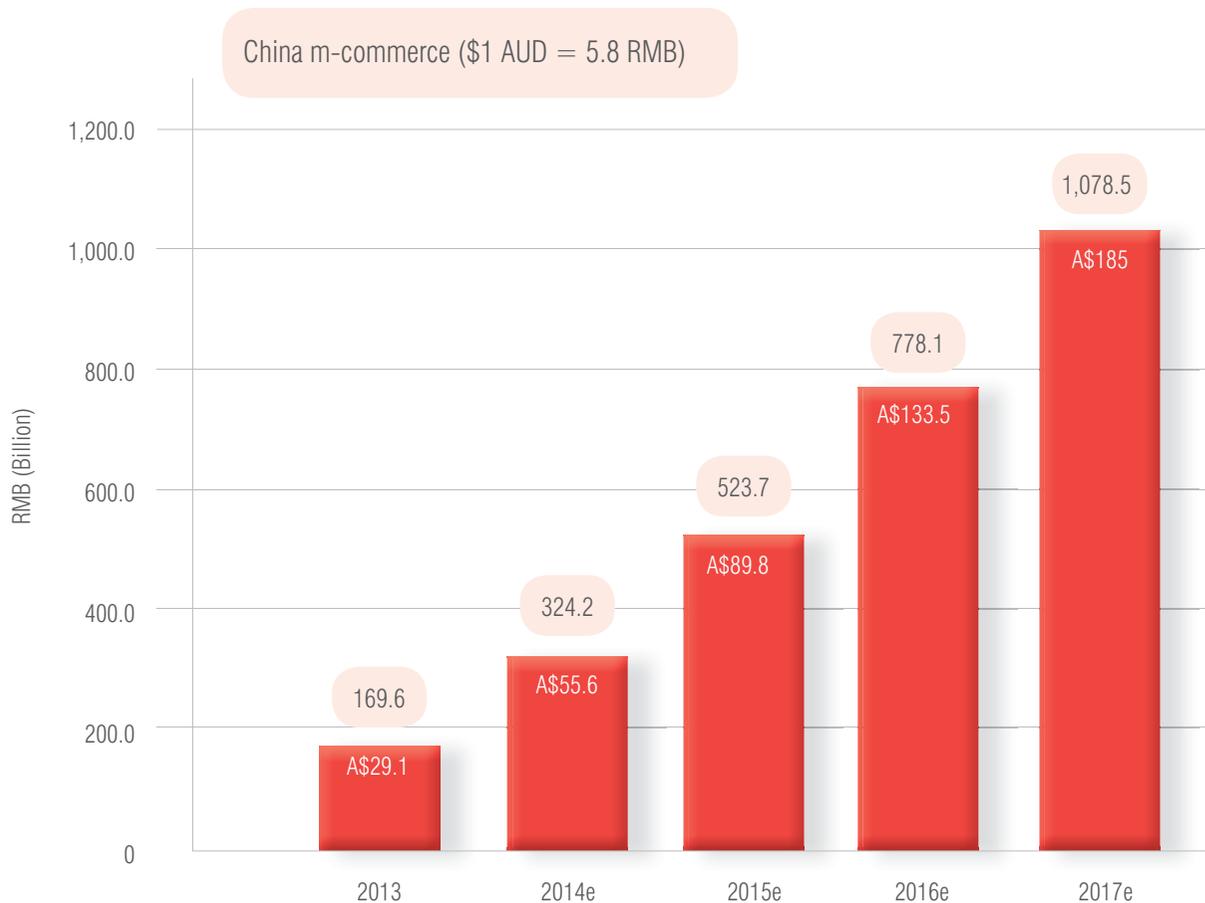


4.3
billion bank
cards on issue

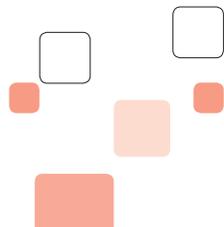


m-commerce in China

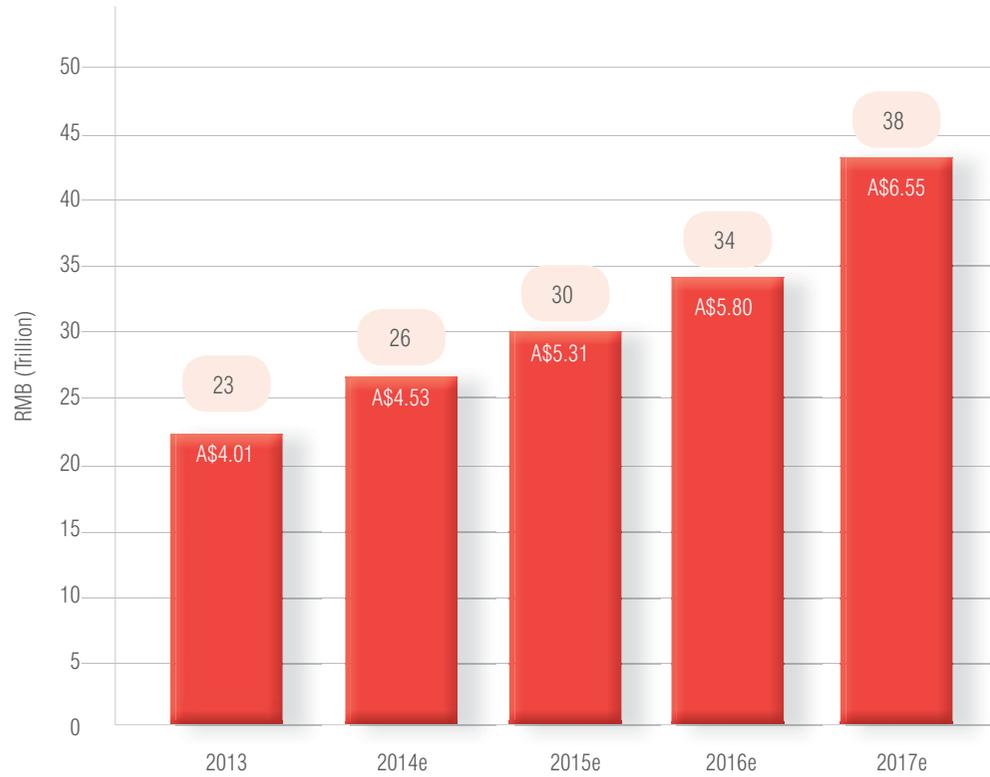
- Expected retail sales 2014 \$4.54 trillion AUD
- m-commerce 2014 expected to be \$55.6 billion AUD
- Behavioural change to mobile commerce
- Independent reports indicate m-commerce in China will represent over 50% of e-tailing within 5 years
- e-tailing 2014 expected to be \$410 billion AUD 10 year historical growth rate of 120% per annum compound



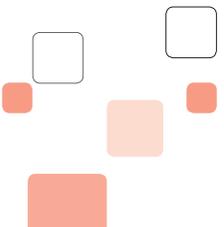
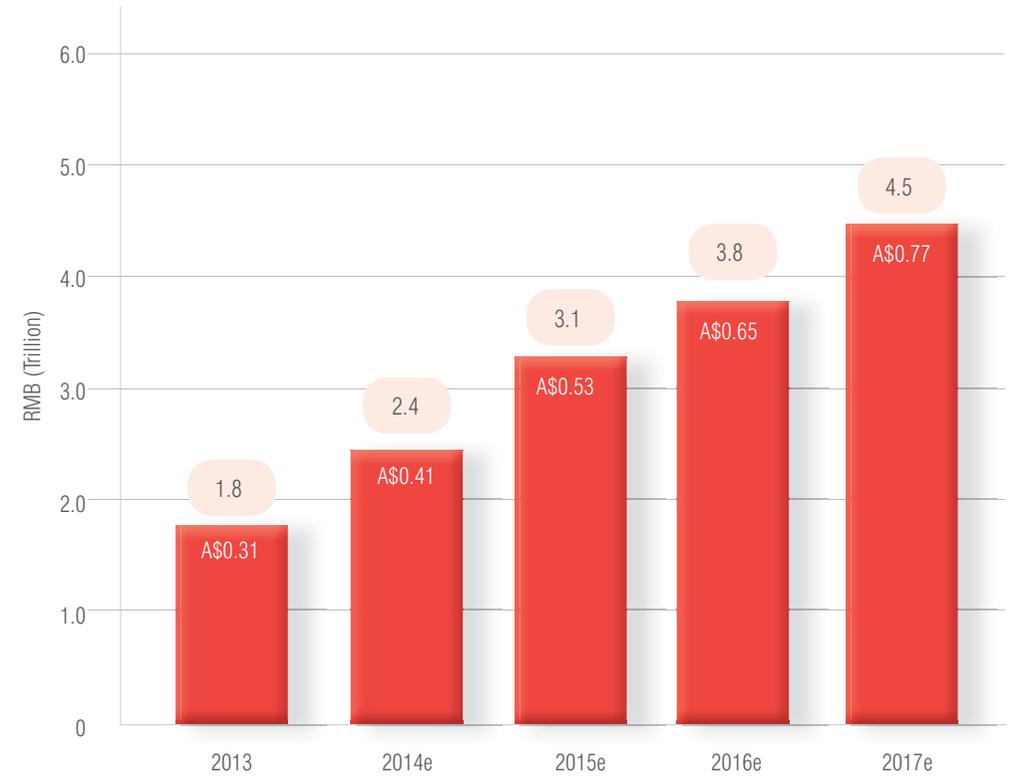
“the delivery of electronic commerce capabilities directly into the consumer’s hand, anywhere via wireless technology”



China Total Retail (\$1 AUD = 5.8 RMB)



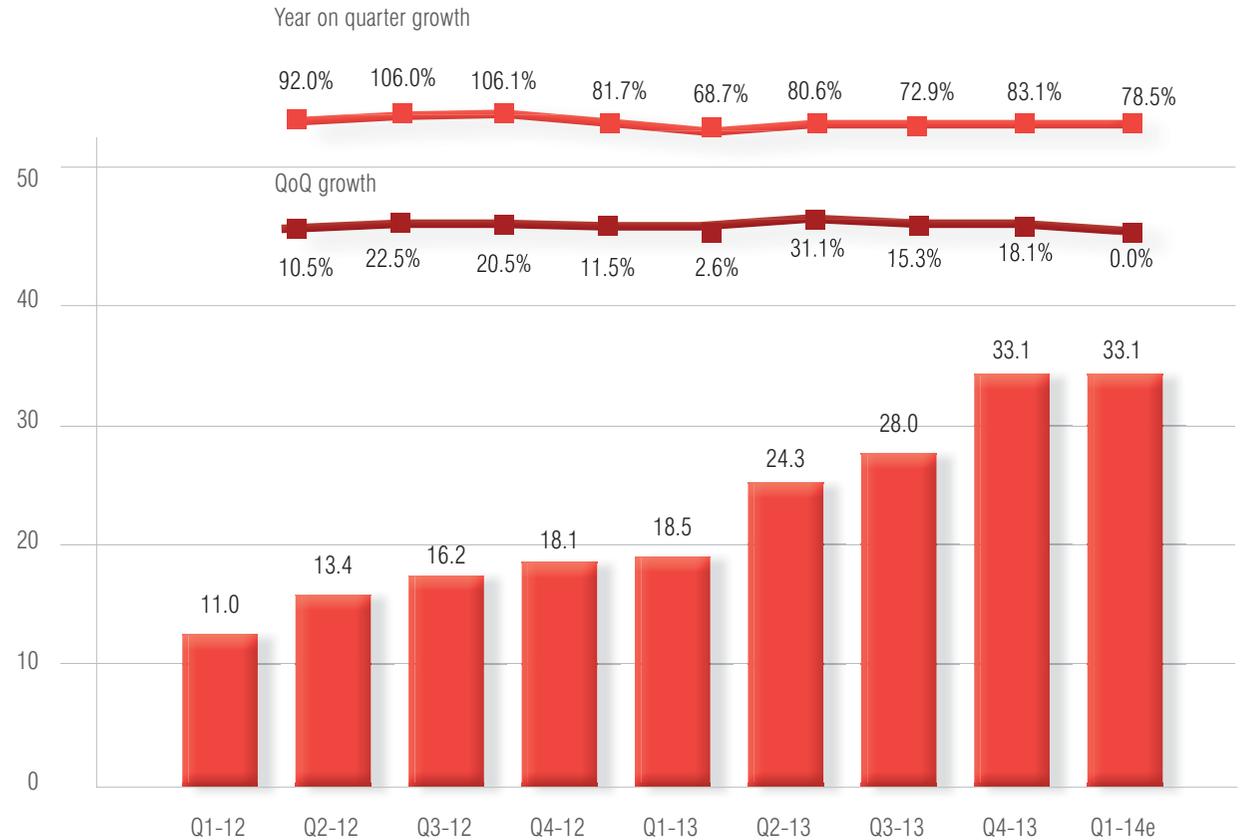
China Online Shopping (\$1 AUD = 5.8 RMB)



m-commerce drivers in China

- Approx. 1.23 billion mobile phone users by December 2013
- Smart phones users expected to be 780m CY14 and 920m CY15
- Largest number of mobile internet users in the world (600m). China already has more mobile Internet users than PC users
- The 12th 5th year plan is pushing communication into rural areas via the 4G roll out. Expanding market for smart phones
- The Chinese government has a target to connect 1.2 billion people (85% of the population) to 3G or 4G by 2020
- China has only about 25% penetration of smart devices vs. 65% in the U.S
- 100 million smart phones sold in china per quarter
- China already has a highly advanced consumer technology culture. The Internet represents ~47% of total media consumption time versus about 28% in the U.S
- In China, mobile strategy is front-and-centre in every business model for both online and offline companies
- Card payment terminal penetration in retailers in China is less than 5%, whereas proliferation of low-cost, high-functionality Android devices is much higher. This is a good set-up for mobile devices to become a ubiquitous “mobile POS”
- Mobile Payments are the facilitator of Mobile Commerce. Mobility is not just transforming our monetary transactions, but how it is being embedded in almost every industry via the shift of commerce from traditional and electronic to mobile 24/7 (E2M)
- e-tailing has posted 120% compound average growth per annum since 2003. mCommerce
- 4.3 billion bank cards on issue as at December 2013
- Chinese consumers are fast adopters of technology
- Technomics best practice technology accelerating undeveloped market segments
- Independent reports including McKinsey, Gartner, Deloitte, PWC, KPMG, Accenture, AC Nielsen, Chinese Central Government, ComScore and Forrester, PBOC, iResearch
- iResearch, revenues of China mobile internet market reached 33.07B RMB (~\$5.7b AUD) in Q1 2014, up 78.5% compared to Q1 2013
- China mobile internet market saw structural adjustment and accelerated commercialisation after the fluctuation in 2013. It is expected that new fresh field will emerge in rapidly increasing mobile internet market

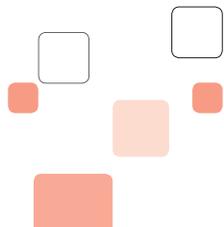
Revenue of China Mobile Internet - Q1 2012 - Q1 2014



Revenues of China mobile Internet (billion Yuan)
% QoQ growth rate

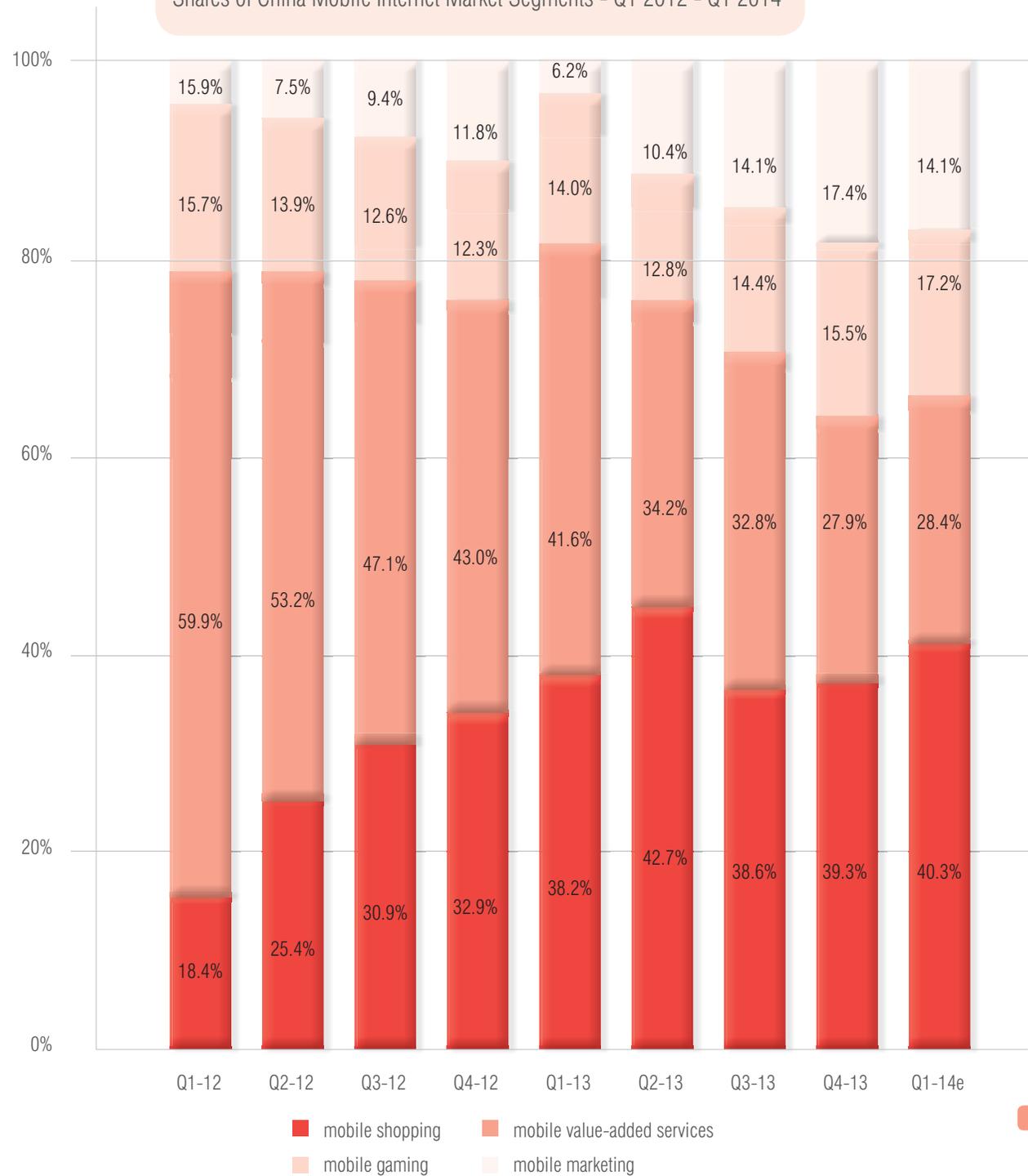
Note: Revenues of China mobile internet refer to the total revenues of such segments as mobile value-added services, mobile shopping, mobile marketing, mobile search, mobile gaming, etc.

Source: The data is estimated in line with the financial results published by enterprises, interviews related to the industry as well as iResearch statistical forecast model. It is for reference only, not financial advice.



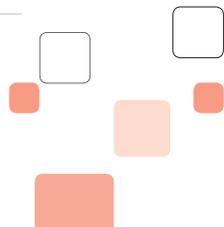
Shares of China Mobile Internet Market Segments - Q1 2012 - Q1 2014

- In Q1 2014, mobile shopping accounted for 40.3%, mobile value-added services 28.4%, mobile games 17.2% and mobile marketing 14.1%.
- Mobile shopping remains at the top, Mobile value-added services experienced a decline due to development of other niche markets. Mobile gaming enjoyed a rapid growth owing to its continuous commercialisation.



Note: From Q2 2012, market size of mobile shopping refers to revenues of the market; In Q1 2014, revenues of China mobile internet amounted to 33.07 billion Yuan.

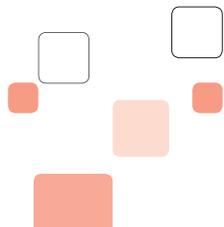
Source: The data is estimated in line with the financial results published by enterprises, interviews related to the industry as well as iResearch's statistical forecast model.



99 Wuxian gateway

A gateway to Chinese m-commerce...

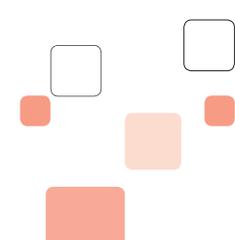
- 99 Wuxian is now the trusted leading B2B2C m-commerce platform partner for Chinese financial institutions and telcos
- 99 Wuxian has accessed China's consumer "big data" database with product since 2011
- 99 Wuxian has over 50 leading business partners connecting over 155 leading merchants and 30 million Registered Users

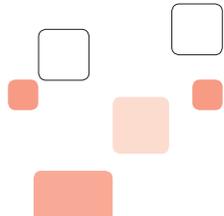


B2B2C model



- 99 Wuxian's B2B2C model provides a cost effective customer acquisition model



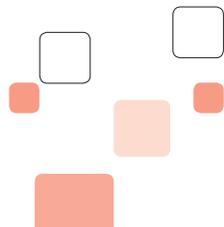


Mobile phone Recharge Process

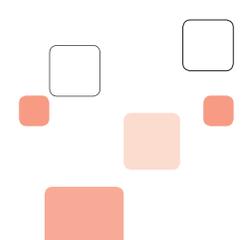
The process starts on the home screen where the 'Mobile' option is selected. It then moves to the 'Recharge Center' where the 'Mobile' option is again highlighted. The 'Confirm Order' screen displays the order details: Order No. 31755355, Order Time 2014-06-05 11:08:18, Transaction Amount ¥100.00, and Payment Method 农行手机银行支付. The 'Payment Method' screen offers 'Debit Card' and 'Credit Card' options, with '取消' and '下一步' buttons. The final 'Payment' screen shows a numeric keypad and a 'Next' button highlighted in a red bar.

Game Card Recharge Process

The process starts in the 'Recharge Center' where the 'Game' option is selected. It then moves to the 'Confirm Info' screen showing game details: Game Name Q币按元直充, Game Account 248457968, Recharge Amount ¥1.00, and Purchase Quantity 1. The 'Confirm Order' screen displays: Order No. 31755803, Order Time 2014-06-05 11:11:03, Transaction Amount ¥1.00, and Payment Method 农行手机银行支付. The 'Payment Method' screen offers 'Debit Card' and 'Credit Card' options, with '取消' and '下一步' buttons. The final 'Payment Complete' screen shows a '完成' button.



99 Wuxian revenue model



Business snapshot

Well positioned for growth
as a result of the
economies of scale
and scope that can now be
realised

Poised to capture growth
and deliver on
stakeholder
targets

Has a cost effective
**“customer
capture”** business
model compared to its peers
in B2B

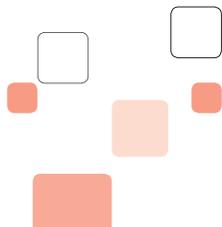
Dominant m-commerce
B2B2C commerce
platform in China with an
experienced
management team

Operates in a market with
high barrier to entry
from a regulatory, commercial
and technology perspective

Diverse and
premium partner
and merchant(s) base

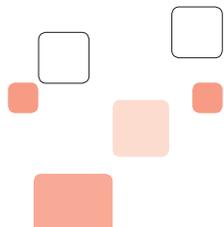
The leading trusted
m-commerce platform partner
for China’s
**largest financial
institutions** and
merchants

Well positioned to
capitalise on **data
mining** monetisation



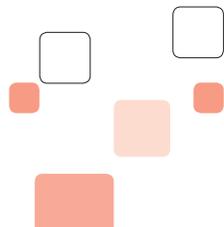
Business partners of 99 Wuxian

- Includes 4 largest banks in China
- Currently 50+ Business partners
- 80% of business partners have standardised solution, 20% are tailored



Merchants of 99 Wuxian

- Currently more than 155 Merchants
- Merchant participation on 99 Wuxian is subject to strict performance criteria
- Protection of 99 Wuxian's business partners brand integrity is paramount to the B2B2C business model
- Merchants execution history and ongoing performance must achieve high standards



Barriers to entry

- First to market, hard to copy in its existing channels
- Strong relationships required for banking and financial services
- Banks time frame for acceptance of third party payment and services providers
- Leadtime for establishment of relationship with China Unionpay
- Execution history to meet Business Partner service standard requirements
- Existing customer base and customer behaviour

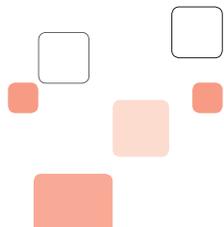
COMMERCIAL

- New legislation for third party licences
- Current licences in China, approximately 220
- Only 17 provide full scope of mobile payment options
- Financial requirements and standards
- Domestic payments/financial/services relevant experience
- Foreign ownership of third party payment licences

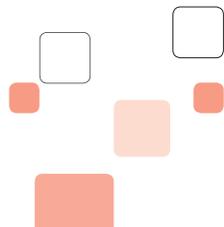
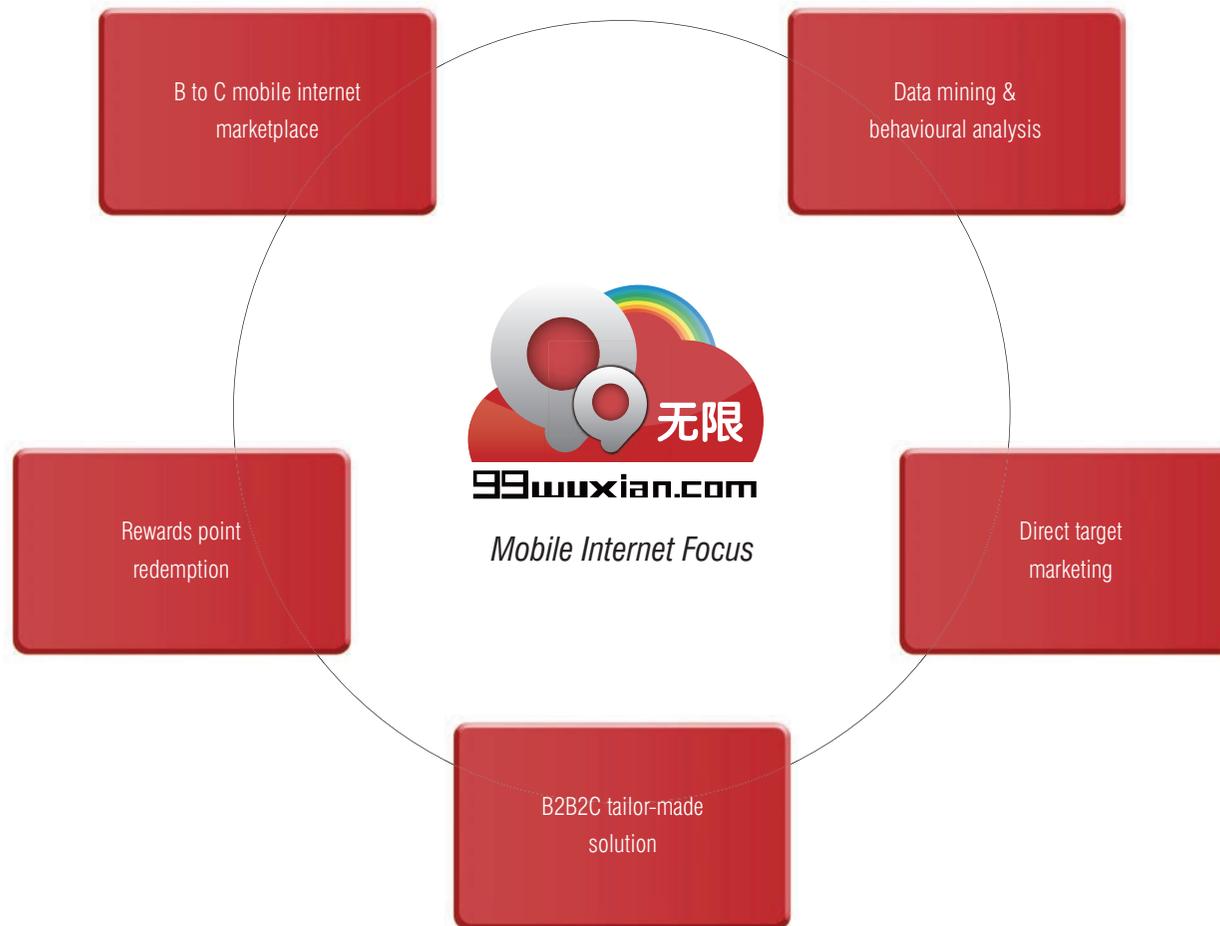
REGULATORY

- Mobile App technology experience and accumulations
- Mobile payment and high standard security solution
- Advanced backend platform module structure, flexible and easy for connection with business partners
- IP
- Risk control systems
- Data mining systems

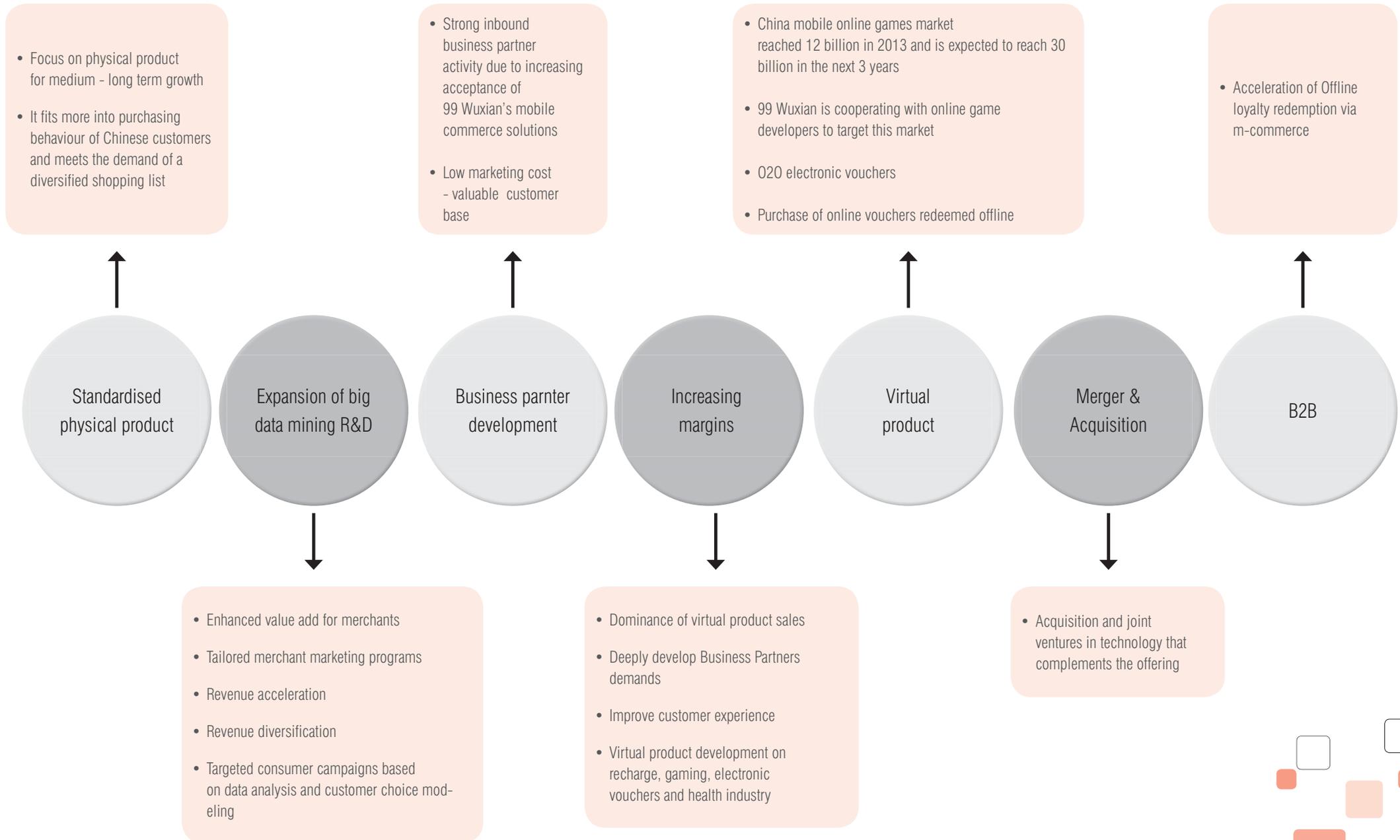
TECHNICAL



99 Wuxian strategy of future growth - mobile internet focus



99 Wuxian growth opportunities



Example of Joint Marketing Promotion with Business Partners

The campaign “ICBC @ banking Keep green with low-carbon” commenced in May 2014 and encourages banking customers to conduct transactions online rather than through the bank branch network, the biggest prize is the new electric vehicle Tesla which echoes the campaign theme of environmental protection.

ICBC is pushing customers to m banking and m commerce via 99 Wuxian platform. Customers must shop online or do m banking to win.

The move to increase the propensity of Chinese consumers to conduct their banking needs online is being well received by Chinese banks given the challenges of higher transaction costs for over the counter transactions and the underdeveloped nature of the domestic payment acceptance market. These dynamics lend well to the low-cost and high functionality of mobile banking services which 99 Wuxian is strategically positioned to capitalise on.

It is estimated that the participants of this campaign will reach 20+ million people which is double the 2013 figure. The campaign runs nationally for 9 months duration.

金融@家 环保有我

动动手指做环保
轻松赢取特斯拉

手机银行
工银e支付
贵金属
基金
理财
网上银行
转账
外汇

活动时间：2014年4月-2015年1月
活动内容：新开通网上银行、手机银行、工银e支付，或通过指定渠道完成转账汇款、理财、贵金属、外汇、基金、工银e支付六种指定交易即可参与抢购手机话费、数码产品、时尚家电，更有机会赢取“特斯拉”绿色动力跑车。
参与方式：使用微信扫描二维码，或者微信添加公众服务号“icbchbyw”。
活动热线：400-670-8866

扫一扫参与活动
微信服务号icbchbyw

网站 www.icbc.com.cn 服务热线 95588
下载手机银行客户端或发短信至95588

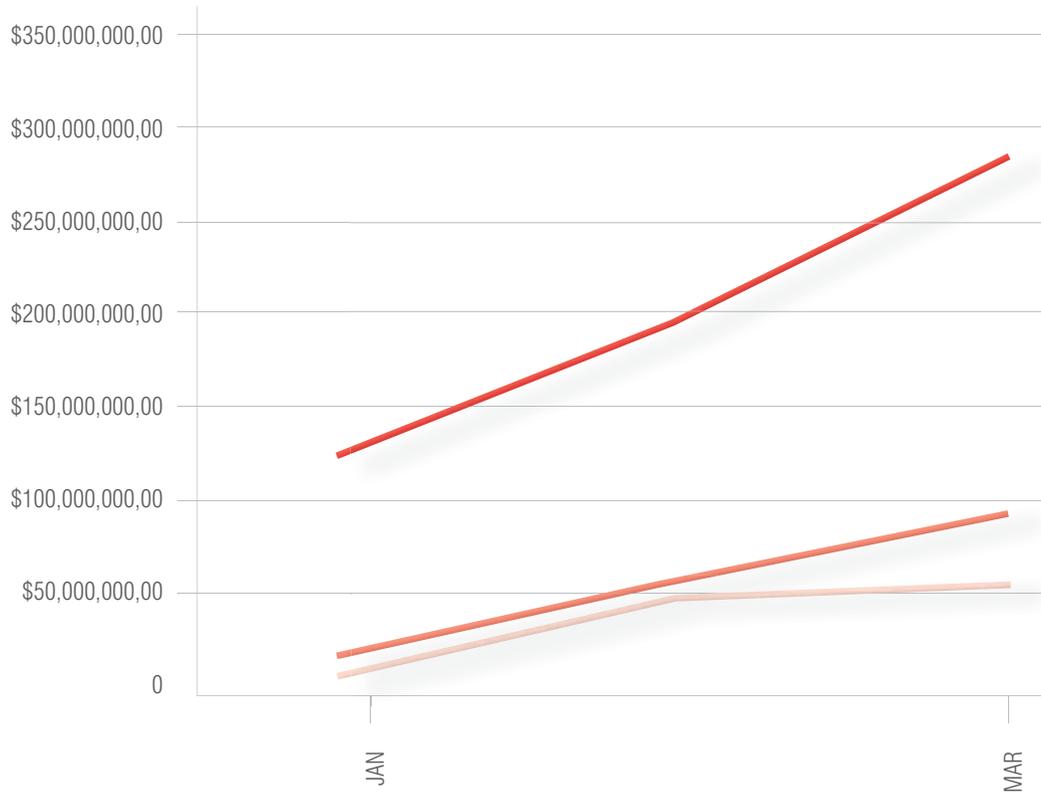
ICBC 中国工商银行

Transactions

Cumulative Transaction Value AUD

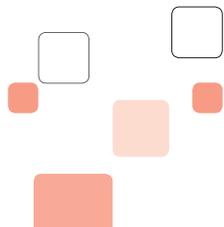
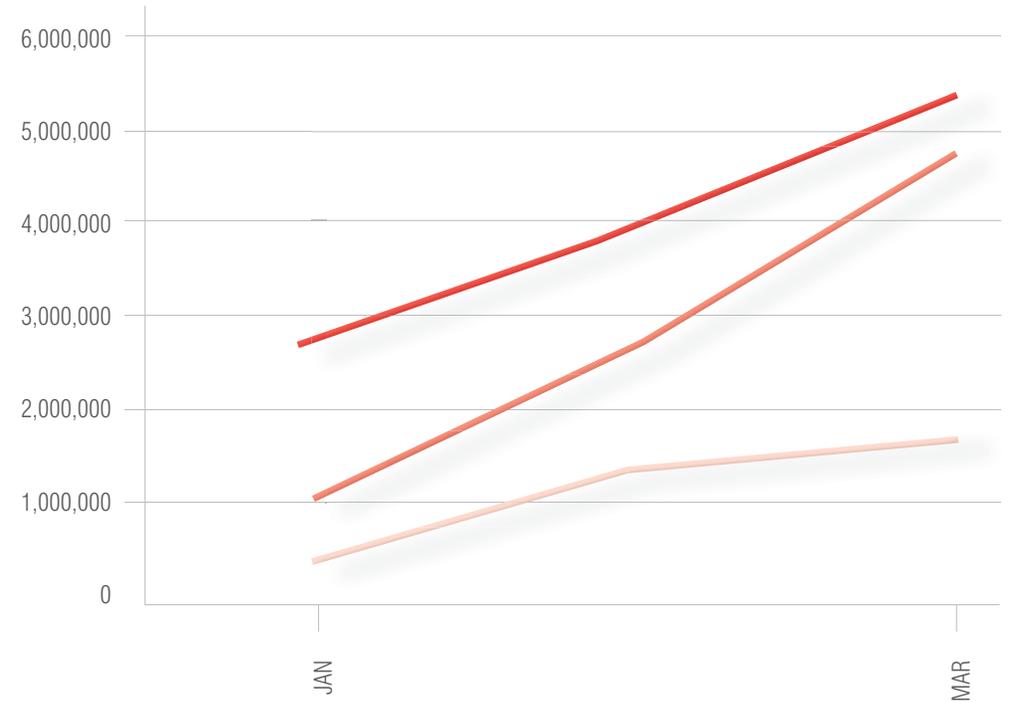
RMB: \$1 AUD = RMB 5.8 @ 9 June 2014

- 2014 YEAR
- 2013 YEAR
- 2012 YEAR



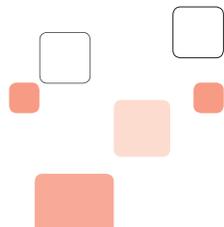
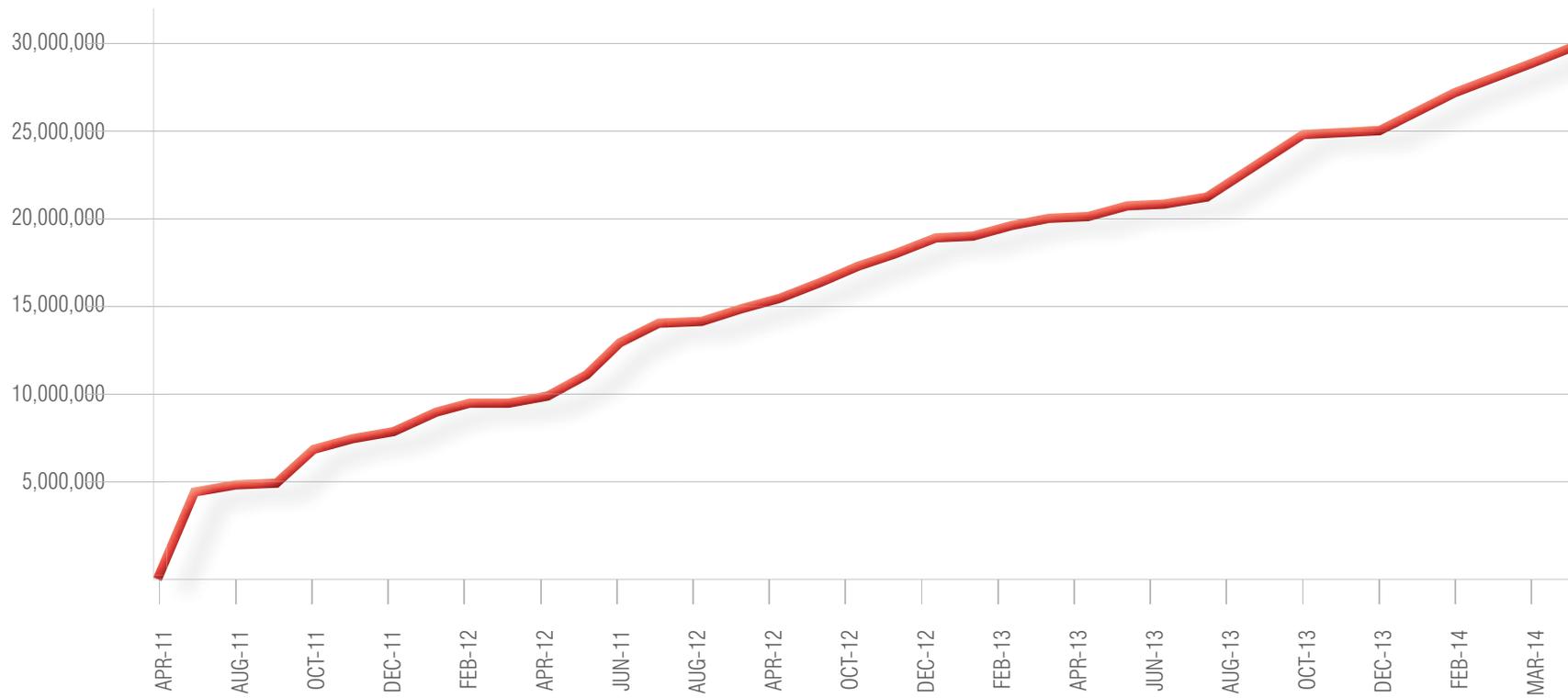
Cumulative Number of Transactions

- 2014 YEAR
- 2013 YEAR
- 2012 YEAR



Number of Registered Users

Registered Users April 2011 to March 2014

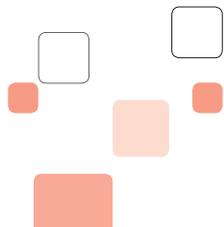
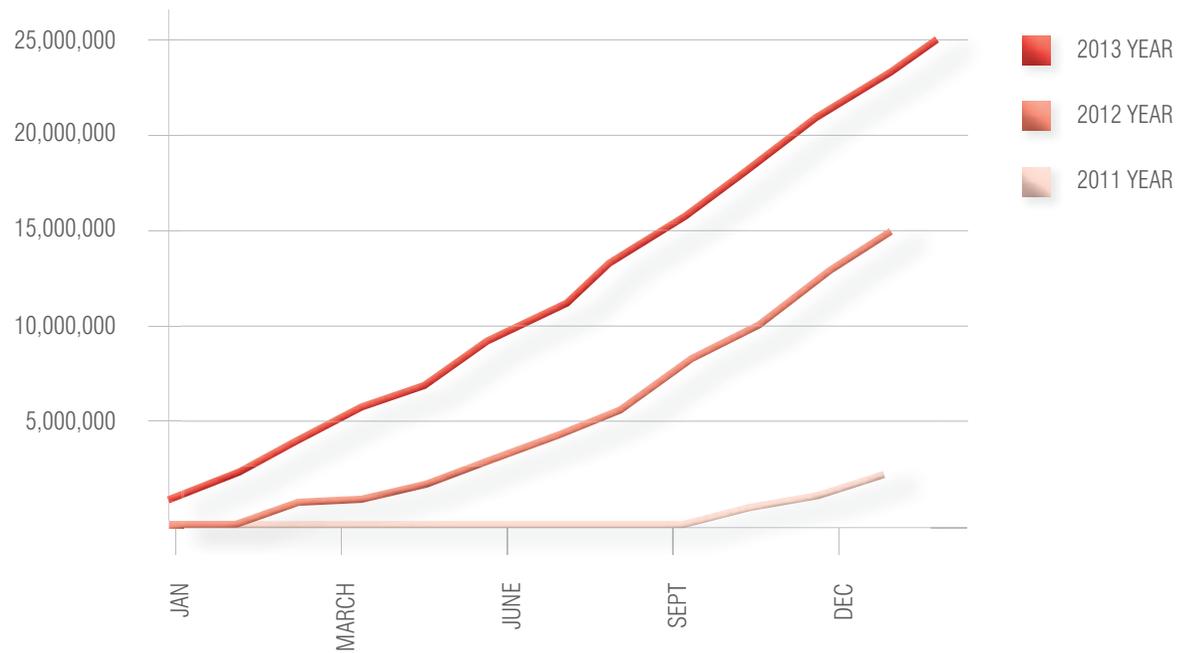


Revenue

- Cash transactions via credit/debit accounts requested on users account
- Loyalty point redemption provides users with the ability to utilise loyalty points from 'offline' expenditure to an 'online' mobile marketplace
- Advertising premiums and tailored marketing for Merchants and Business partners provides an emerging income stream for the 99 Wuxian revenue model

Cumulative Revenue Earned

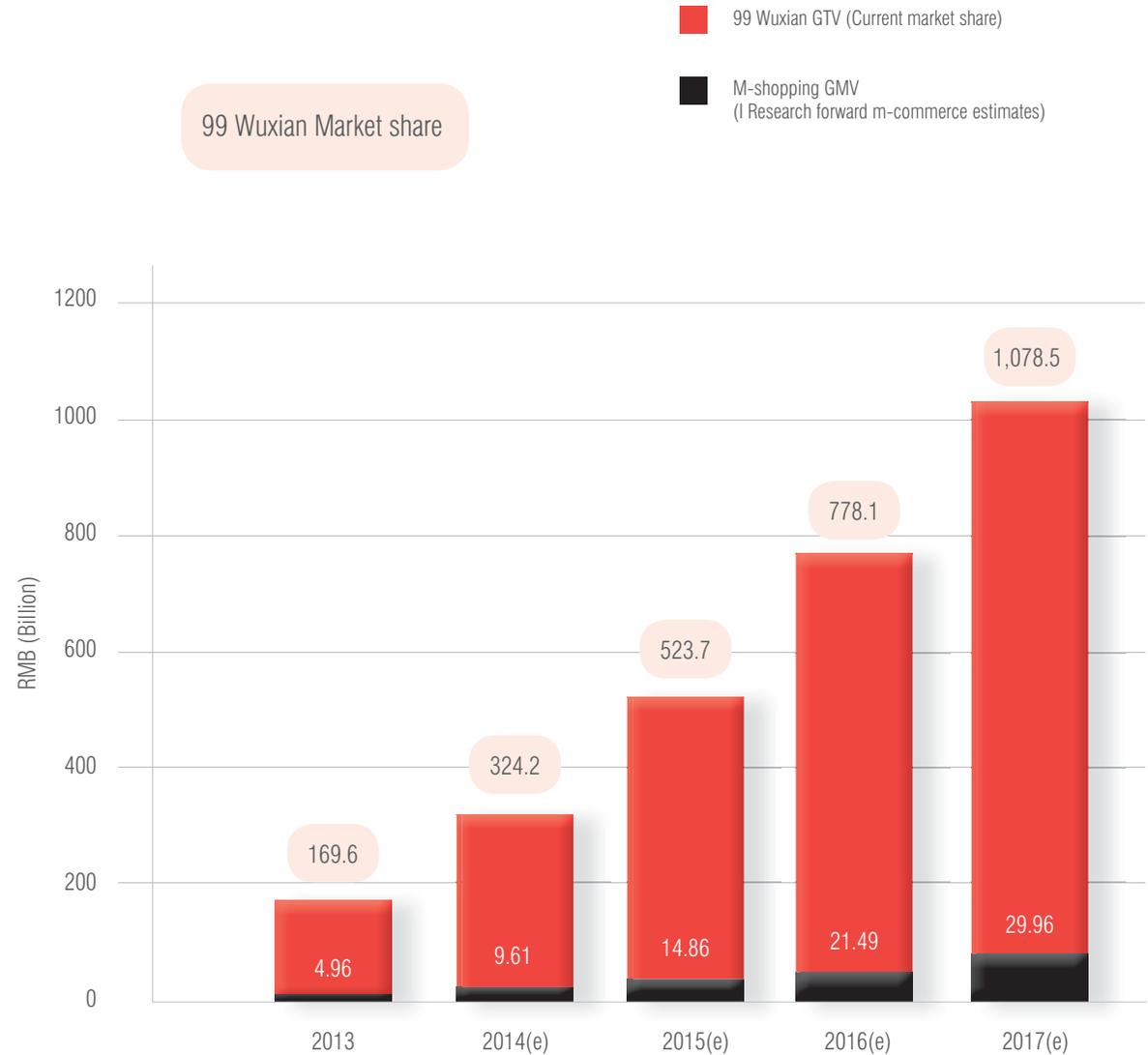
RMB: \$1 AUD = RMB 5.8 @ 9 June 2014



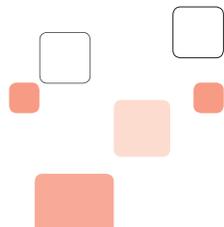
Poised for growth

- 99 Wuxian is strategically positioned in one of the most exciting growth industries in the world in one of the fastest growing consumer markets in the world
- Capturing clients with one of the most effective business models in China online space
- access to one of the largest and fastest growing mer data bases in the world
- positioned to realise and take advantage of the economies of scale in its business model
- Upside from research and development on China consumers
- Protected by high barriers to entry and existing regulation
- Established relationships and networks - some exclusive
- Cash flow positive
- First mover advantage in B2B2C business model
- Distribution network that is expanding rapidly
- Proven ability to deliver
- Expanding network of Business Partners and Merchants

99 Wuxian Market share



Assumption: 99 Wuxian maintains its current 3% market share

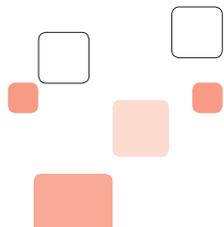


Shareholders above 5% holding

Grand Ease Holdings Ltd Founders investment vehicle (Amalasia Zhang (CEO)) Ex core management of C-TRIP and pioneer of mobile payments in China	24.92%
Investorlink Group Private equity venture capitalists investing in the Chinese market since 2006	19.51%
Caihui Investments Limited One of China's largest entertainment and media companies	14.34%
Vtion Capital Investment Limited One of China's leading wireless data solutions company	7.0%
Nation Pride Investments State owned small to medium enterprises fund	7.0%
Decheng Investments Limited Large Chinese venture capital and private equity investment group	5.79%

Listing - why ASX?

- Significant capital was not required as the business has a cost efficient customer acquisition and marketing model
- Requirement to provide financial platform to facilitate strong business growth over short to medium term
- ASX provided preferred time frame
- From a Chinese view the ASX is a preferred foreign bourse
- Strong demand from Australian investors to participate in m-commerce and emerging consumer growth businesses in China
- ASX viewed as well regulated and transparent providing “face” to 99 Wuxian's Chinese business partners
- Long term strategic relationship with Australia through other industry sectors
- Add to reputation trust as an listed company to business partners



99 Wuxian reports maiden profit

Strategic initiatives undertaken to ensure the Company is well positioned to capitalise on the dramatic growth of m-commerce in China

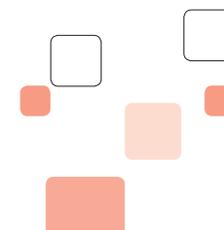
Revenues of
RMB 72.336
million

NPAT of RMB
3.019 million with no
external debt

Strong cash
position of
RMB 59.721
million

Critical mass
achieved in business
partner and merchant
portfolio

Significant
growth in registered
user base to more than
29.5 million users as at
30 March 2014



Management Team

- 6 Directors. 3 of which are independent
- 4 Non Executive Directors
- 3 Independent Directors

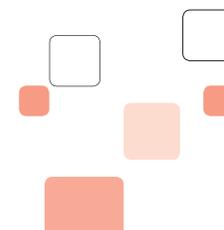
Regulation in multiple jurisdictions

- Peoples Republic of China
- Hong Kong Special Administration Region
- Australia



Multiple Regulators

- Australian Stock Exchange
- Australian Securities & Investments Commission
- Hong Kong Companies Ordinance
- Company Law of the PRC



Board of directors

Mr Ross Benson



Role
Chairman
Non-Executive Director

Expertise
Mr Benson has over 27 years of experience in the Australian financial services industry, including extensive experience in securities, deal structuring and business strategy. Mr Benson has lead negotiations for divestment and acquisition strategies for medium to large enterprise in Australia and China and has a depth of experience in prospectus and offer document preparation. Subsequent to the formation of the Investorlink Group in 1986, he established associated business units in wealth management, private equity, property syndication and structured financial products. Mr Benson is Executive Chairman of Investorlink China Limited.

Ms Amalisia Zhang



Role
President and Chief Executive Officer
Executive Director

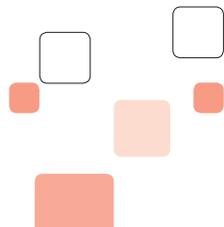
Expertise
President of Handpay and 99 Wuxian, graduated from Bath University UK, Master of Business Administration. Pioneer of internet and e-commerce business in China. One of the founders of Fortune Trip. Previously core management team of Ctrip, and General Manager of Ctrip Hong Kong.

Mr David Chen



Role
Vice President
Executive Director

Expertise
Mr Chen is Vice President of 99 Wuxian and is responsible for the m-commerce business development project(s), having previously held the same position with Handpay. He graduated from Guangzhou University with a Bachelor of Foreign Trade. Prior to Handpay, he worked in advertising and marketing, and held positions with CETV, Leo Burnett and Dentsu Y&R. Mr Chen has more than 15 years advertising and marketing experience in management positions. He brings extensive knowledge of sales & marketing, brand publicity and business operations to 99 Wuxian.



Mr Simon Green



Role	Non-Executive Director
Expertise	Mr Green is currently Chief Operating Officer of Interactive, the largest privately held IT company in Australia. He was most recently Senior Vice President and General Manager for Asia Pacific at NetApp. He was responsible for leading the business through setting strategy, managing the P&L, growing sales, including driving channel strategy, managing strategic partnerships, and developing the company's emerging products business. A significant double digit growth business with over 1000 employees across 14 countries. Mr Green has extensive experience leading sales and business development teams. He joined NetApp in 2000 and previously held the role of vice president for Go-to-Market for Asia Pacific. In this position, he was responsible for the NetApp-IBM relationship, regional channel programs, and major account strategy. Before that, he was the area director for South Asia, responsible for NetApp strategic direction in the region. Before joining NetApp, Green was national sales manager and director for ProVision, which was, at that time, NetApp's Australian distributor. Before entering the enterprise storage business, Green spent several years in a business-development position with Austereo. He initially trained for seven years with a Chartered Accounting firm, specialising in taxation.

Mr YongKuan Duan



Role	Non-Executive Director
Expertise	Mr Duan has extensive banking experience in China, and was employed in senior positions by the Bank of China from 1984 to 2009. During his employment he served as President of Shenzhen Branch, Zhejiang Province Branch, and Anhui Province Branch. Prior to those positions he was Deputy Managing Director of Nanyang Commercial Bank (Bank of China Hong Kong), a Director of International Settlement Department in Hefei (Anhui Province Branch) and served in the General Office of the People's Government of Anhui Province. Mr Duan is a member of the Chinese Communist Party and has held the position of Secretary to the Party Committee in a number of Provinces. Mr Duan is an independent director of Ping An Bank, Sinosteel Corporation, and FAW Group.

Mr Tony Groth



Role	Non-Executive Director
Expertise	A Fellow of the Institute of Chartered Accountants in Australia with over 30 years' experience in the financial services industry, Mr Groth spent 17 years as a business services partner of Grant Thornton, an Australian national firm of Chartered Accountants. Since joining Investorlink Corporate Limited in 2007 he has further developed his expertise in a variety of corporate advisory and structured finance projects.

