



## ASX Announcement

31 July 2014

### 99 Wuxian Limited

ARBN 164 764 729

Incorporated in Hong Kong

ASX: NNW

### Board of Directors

Mr Ross Benson –  
Chairman,  
Non-Executive Director

Ms Amalisa Zhang –  
CEO, Executive Director

Mr David Chen –  
Executive Director

Mr YongKuan Duan –  
Non-Executive Director

Mr Simon Green –  
Non-Executive Director

Mr Tony Groth –  
Non-Executive Director

### Company Secretary

Mr Nathan Bartrop  
HWB (Corporate Services)  
Limited

### Registered office

27/F, Alexandra House  
18 Chater Road, Central  
Hong Kong  
Contact: + 61 401 809 653

Website:

[www.99wuxian.com](http://www.99wuxian.com)

To : Australian Securities Exchange

## **Marketing Promotions and New Partnerships Drive 99 Wuxian's Growth**

### Highlights

- Successful Joint marketing promotion in June with Shanghai Pudong Development Bank (SPD)
- Expanding business partnership with Chinese online media company *Sina.com*
- Leading Internet and mobile phone security products and service provider 360.cn joins 99 Wuxian as its mobile game supply merchant
- Upgrading version of MMS system – ICS (Incentive Cloud Service)

**Hong Kong, 31 July 2014:** Leading Chinese mobile commerce company 99 Wuxian Limited (ASX: NNW) ("99 Wuxian" or the "Company") is pleased to provide an update on monthly business activities which includes new partnerships.

99 Wuxian operates a mobile online market place, *99wuxian.com*, in China, providing value-added services platform to banks and their customers. The mobile online market place offers a variety of physical and virtual goods to consumers via a mobile banking application available on a smart phone or tablet.

99 Wuxian is a market leader in the Chinese business to business to consumer (B2B2C) m-commerce segment, with more than 31 million registered users.

### **Shanghai Pudong Development Bank (SPD Bank) Credit Card Centre:**

In June 2014, 99 Wuxian in conjunction with SPD Bank Credit Card Centre, carried out a marketing campaign named "*get points, get luck*". Users with redemption points were able to participate in the campaign through the "Wechat" application or the Bank's website. This has been successful in drawing significant attention from card holders and stimulating their enthusiasm to participate in the campaign.

As a nationwide joint-stock commercial bank, SPD Bank commits itself to the principle of innovation in the mobile banking area by dedicating precise analysis based on "big data". Big data is a term for any collection of data sets so large it becomes difficult to process using on-hand data management tools or traditional data processing applications. 99 Wuxian provides access to consumer big data by providing insight into consumer behaviour and spending habit analysis. The analysis of big data collected from the 99 Wuxian platform is one of the Company's profitable business models.

**Sina.com:** 99 Wuxian and sina.com have signed a cooperation agreement, providing online virtual products to more than 400 million Sina active users through its online "Micro Wallet".

As one of China's four biggest web portals, Sina listed on NASDAQ in 2000 (current market capitalisation ~\$3.2 billion). With a large number of regional sites, Sina provides global network services to the Chinese community.

The initial collaboration with Sina has brought 99 Wuxian significant traffic and sales, which has helped lay a strong foundation for the next step towards partnerships of other potential businesses.

**360.cn:** 360.cn joined 99 Wuxian as its mobile game supply merchant in July. 360.cn belongs to Qihoo Technology Ltd., which is the leading Internet and mobile phone security products and service provider (NYSE: QIHU, current market capitalisation of ~\$12.5 billion). According to third party research statistic, 360.cn ranks in the top 3 of China Internet companies.

As one of the domestic top mobile phone game distribution channels, 360.cn brings "99 Play"—the mobile game platform of 99 Wuxian—multiple selections of game type to attract more registered customers and also fast-track the loyalty of 99 Wuxian's users.

**ICS (Incentive Cloud Service):** 99wuxian has upgraded its business-to-business (B2B) Marketing Management Service system (MMS) to a one-stop integrative management platform named ICS. The product is customer-orientated and provides an incentive service to large institutions through mobile internet and cloud technology. The ICS platform is dedicated to turning traditional marketing rewarding and employee incentive rewards point redemption into a mobile internet service model.

The ICS platform has embarked on a partnership with Bank of China's (BOC) Anhui branch to provide an incentive program to its new card holders, providing them e-coupons which can be redeemed as gift cards, mobile credit, game cards etc. This has set a significant example in the marketplace of an integrated customer redemption solution provided by ICS that enriches customer choices, enhances customer satisfaction and at the same time reduces banks costs.

For further information, please contact:

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