

March 2015 Quarterly Trading Update

Hong Kong, 20 April 2015: 99 Wuxian, (ASX: NNW) (“99 Wuxian” or “the Company”) the market-leading Chinese mobile commerce company is pleased to provide a trading update for the March 2015 quarter.

Highlights¹:

- Gross Transaction Value of RMB 2.6 billion, up 57% over the previous corresponding period
- Total registered user base of 42.9 million, up 46% from 31 March 2014
- 9.4 million transactions on the platform, up 76% over the previous corresponding period
- Revenue of RMB 34.7 million, up 26% over the previous corresponding period

Key performance metrics (RMB)¹:

(see Appendix A for AUD summary metrics)

Quarterly period ending	March 2014	March 2015	Growth
Total number of transactions	5,336,453	9,385,877	76%
Average Transaction Value	313	279	(11%)
Gross Transaction Value	1,668,977,288	2,623,045,298	57%
Platform revenue	27,496,083	34,675,348	26%

Last 12 months ending	March 2014	March 2015	Growth
Registered users	29,338,565	42,951,042	46%
Total number of transactions	25,813,968	37,356,900	45%
Average Transaction Value	236	245	4%
Gross Transaction Value	6,082,011,351	9,143,692,823	50%
Platform revenue	126,040,118	171,424,917	36%

Registered users

The registered user base grew by more 13.6 million over the last 12 months, an average of more than 3.4 million new users per quarter. Growth in the registered user base continues to be driven by attracting new business partners to the platform and the success of joint marketing efforts with existing business partners as 99 Wuxian implements its disciplined strategy of expanding registered users within its network of current business partners.

¹ Key performance metrics are based on management accounts that have not been audited or reviewed.

Transactions

The number of transactions on the platform averaged 104,288 per day for the March 2015 quarter, compared with an average of 59,294 per day for the March 2014 quarter. The 76% increase in the number of transactions conducted on the platform has been driven by the growth in the registered user base and increasing levels of user engagement on 99 Wuxian's m-commerce platform.

Average Transaction Value ("ATV")

The ATV on the platform for the March 2015 quarter was RMB 279, down 11% over the previous corresponding period driven by changes in consumer behaviour, product mix as well as the impact of promotional discounts offered during marketing initiatives. The ATV for the 12 month period ending 31 March 2015 was up 4% compared to the prior 12 month period ending 31 March 2014.

Gross Transaction Value ("GTV")

GTV on the platform for the March 2015 quarter was RMB 2.6 billion, up 57% over the previous corresponding period. The growth in GTV was driven by the increase in the number of transactions and the change in ATV during the period.

Platform revenue

99 Wuxian generated revenue of RMB 34.7 million in the March 2015 quarter, up 26% over the prior period. Despite the rise in GTV, platform revenue was impacted by promotional discounts offered during marketing initiatives. 99 Wuxian offers promotional discounts to consumers by passing on a portion of the merchant commissions 99 Wuxian receives to consumers. Over the 12 month period ending 31 March 2015, platform revenue increased 36% compared to the 12 month period ending 31 March 2014.

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About 99 Wuxian Limited

99 Wuxian owns and operates an m-commerce platform which is embedded within the mobile applications of China's leading financial institutions. 99 Wuxian aggregates over 300 million high quality consumers and leading merchants providing a wide range of products and services.

Appendix A

Key performance metrics (AUD)¹:

Quarterly period ending	March 2014	March 2015	Growth
Total number of transactions	5,336,453	9,385,877	76%
Average Transaction Value	65	58	(11%)
Gross Transaction Value	348,037,137	546,991,971	57%
Platform revenue	5,733,846	7,230,960	26%

Last 12 months ending	March 2014	March 2015	Growth
Registered users	29,338,565	42,951,042	46%
Total number of transactions	25,813,968	37,356,900	45%
Average Transaction Value	49	51	4%
Gross Transaction Value	1,268,301,153	1,906,763,320	50%
Platform revenue	26,283,546	35,747,783	36%

Note: RMB translated into AUD using the spot rate of AUD/RMB 4.7954 as at 16 April 2015.