



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 73M
52 week high: 7.1 cents
52 week low: 2.2 cents

Directors:

Mr Mark Vaile AO
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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Youtube:
https://youtu.be/-1t_vje1DBA

SmartTrans commences online sales in China of Blooms Health Products

- **SMA extends online billing and product range with agreement to sell Blooms Health Products online in China – increasing exposure to e-commerce market anticipated to be worth US\$1.1 trillion by 2020¹**
- **Blooms has been selling quality vitamins and minerals and health care products in Australia since 1947² – SMA expanding its reach online in China following the success of Blackmores and Swisse**
- **Partnership made possible through SMA’s established relationships and cross border payments facility – immediate revenue generation anticipated**
- **Additional revenue stream for SMA in China via service fees and commissions on product sales**

13 July 2016: SmartTrans Holdings Limited (ASX: SMA) (SmartTrans or Company) is pleased to announce that the Company has entered into an agreement to sell Blooms Health Products (www.bloomshealth.com.au) through its online portals in China, providing SmartTrans additional revenue streams via service fees and commissions on product sales.

This new initiative further leverages SmartTrans positioning in the e-commerce market in China and takes advantage of the large and growing market for vitamins, supplements and healthcare products in this market with the trusted and long established Blooms Health Products brand, founded in Australia in 1947².

SmartTrans is greatly encouraged by the success achieved by Blackmores and Swisse health products in China and will be seeking to emulate this by utilising its online payments and marketing expertise and by leveraging growing market demand here for authentic and trusted ‘clean and green’ Australian brands.

The health care products market in China is currently estimated to be worth approximately \$17 billion per annum, having doubled over the past decade³. SmartTrans will sell Blooms products online in China giving both companies exposure to the huge and rapidly growing e-commerce sector in China, which is anticipated to be worth circa US\$1.1 trillion annually by 2020¹.

This facility has been made possible by SmartTrans’ established billing relationships in China, its online delivery capability and its privileged cross-border payments facility (ASX 11 February 2016). SmartTrans’ role is to promote products and attract consumers, receive payment from consumers and settle payments to merchants based outside China of up to US\$50,000 per merchant per day.

SmartTrans earns revenue through service fees, commissions on products purchased and transaction fees for each transaction that it processes.

SmartTrans Managing Director Bryan Carr stated: “This is further confirmation of SmartTrans’ business model as the gateway for Australian products into China utilising SmartTrans’ online presence and partnerships with our online payment systems. This is another great example of SmartTrans bringing Australian merchants’ products and services to the huge China e-commerce market.”

“This arrangement is made possible by SMA’s established online service capabilities, payment systems and cross border transaction facility from China, also delivering a new revenue stream for the Company.”

– ENDS –

Integrity / Innovation / Inspiration / Information

1. Source: www.zdnet.com/article/china-to-spend-85-7b-on-cross-border-e-commerce/
2. Source: www.bloomshealth.com.au
3. Source: www.theaustralian.com.au/business/vitamins-to-china-a-trade-bonanza/news-story/3bbd772a09d2c5c55f426b489fc20919

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About SmartTrans

(https://youtu.be/-1t_vle1DBA)

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.