



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 75M
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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Twitter:
www.twitter.com/SmartTrans_SMA

Youtube:
https://youtu.be/-1t_vje1DBA

SmartTrans brings Australian wine to China with online marketing and payments deal

- SMA partners with Tim Adams Wines to promote and sell product directly to consumers in China using SmartTrans' e-Commerce and SmartPay capability
- Mobile and web product launched to utilise the SmartPay platform as gateway to huge US\$700 billion Chinese e-commerce market¹
- Additional revenue streams for SMA through sales commission and transaction processing fees
- Tim Adams products to be marketed directly to SMA's customer database
- Company negotiating further B2B and B2C deals

17 May 2016: SmartTrans Holdings Limited (ASX: SMA) (SmartTrans or Company) is pleased to announce that the Company has entered into an exciting partnership to market and sell Australian wine in China utilising SMA's SmartPay customer base and payment platform.

The Company is proud to be partnering with highly regarded Australian wine maker, Tim Adams Wines, to launch its range online in the China market and will facilitate sales by providing e-commerce services via SmartPay. SMA will earn revenue through commission on products sold, as well as a transaction fee on each payment processed.

SMA will deliver marketing support with targeted SMS and in-product promotion campaigns, leveraging its reach to mobile phone users in China through alliances with China Mobile and China Telecom and assisting Tim Adams Wines to grow its sales and online presence in China.

Founded in 1987, Tim Adams Wines is located in South Australia's Clare Valley and has been a consistent recipient of awards and accolades both in Australia and overseas. The wine maker now has a presence in all major international markets. (Source: www.timadamswines.com.au.)

SmartTrans is greatly encouraged by this agreement, which it believes will be a catalyst for more Australian and international businesses to use SmartPay as a turnkey solution to access the huge e-commerce sector in China, estimated to be circa US\$700 billion in 2015 and growing rapidly¹.

SmartTrans Managing Director Bryan Carr commented: "This is an exciting new partnership for SMA, and we are proud to be promoting Tim Adams Wines to consumers in China using the customer database and payment functionality of our SmartPay system."

"This partnership is a good example of how any business outside China may gain access to the huge and growing e-commerce sector in China by using SmartPay, which provides access to consumers via our trusted and direct billing relationships. I am confident that this alliance will be the first of many such collaborations with Australian and international businesses alike."

"Importantly, this represents additional revenue streams for our Company, which will serve to further strengthen our revenue profile."

"I am also pleased to report that we are currently in advanced stages of negotiation for similar agreements, both B2B and B2C, and anticipate that we will be making an announcement in this regard shortly."

For further information about Tim Adams Wines, please go to www.timadamswines.com.au.

– ENDS –

1. Source: www.techinasia.com/china-ecommerce-spending-to-blast-past-1-trillion-in-2017

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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 to provide billing 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.