



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 109M
52 week high: 7.1 cents
52 week low: 1.8 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

Melbourne Office:
Level 1, 10 Queens Road
Melbourne VIC 3004 Australia

Beijing Office:
Room 101 Building 22 Courtyard 4
Gong Ti Bei Lu Chaoyang District
Beijing 100027 PR China

Phone (Aus):
+61 (03) 9866 7333

Phone (China):
+86 (10) 6500 0910

Website:
www.smarttransholdings.com.au

Twitter:
[www.twitter.com/SmartTrans_SMA](https://twitter.com/SmartTrans_SMA)

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

SmartTrans launches billing for new lottery offering in major Direct Carrier Billing expansion

- Partnership represents entry for SmartTrans' billing into large and growing lotteries sector in China - total sales of RMB382 billion (AUD77 billion) in 2014¹
- Agreement with established lottery operator– immediate revenue generation
- SmartTrans to launch marketing of new offering
- Initial roll-out in Hainan province – assessing additional provinces
- Company negotiating further Direct Carrier Billing partnerships in other provinces
- Cash received in accordance with expectation during Q3 amounted to \$2.72 million

11 April 2016: SmartTrans Holdings Limited (ASX: SMA) (SmartTrans or Company) is pleased to announce a new third-party billing agreement with an offline and online lottery provider in China.

SmartTrans will be the billing partner to offer consumers easy mobile access to lottery and associated products, initially in Hainan province which is widely regarded as a major hub for lotteries and associated businesses. This new offering is expected to deliver immediate revenue for the Company.

The fast growing and lucrative lotteries sector is a major opportunity for SmartTrans. Lotteries and online sports betting is a well regulated industry that was launched in 1987 and has since grown rapidly to become one of the world's largest lottery markets by sales volume¹. In 2014, total lottery sales in China were RMB382 billion (~AUD\$77 billion), an increase of 24% on the previous year¹.

The partnership is a further strong endorsement of the Direct Carrier Billing service SmartTrans provides to third parties through its proprietary SmartPay platform in China.

The partnership also reflects SmartTrans' ongoing strategy to continue to widen revenue streams being delivered by SmartPay with a growing range of products, services, games, content and Apps now on offer to consumers.

SmartTrans Managing Director Bryan Carr commented: "This new billing partnership to promote and sell lottery products in Hainan represents our entry point into what is a large, growing and dynamic market sector in China and one that represents a significant potential revenue opportunity."

"The launch of this service is expected to generate immediate revenue for the Company and we will now look to progressively ramp up marketing for these products in conjunction with our billing partner, while also assessing the possibility of further roll outs into additional provinces."

"This latest agreement is also part of our strategy to continue to grow and enhance the range of products and services that we offer consumers in China through Direct Carrier Billing and the SmartPay platform, further broadening our revenue streams."

"We are continuing to work on securing further billing partnerships for our Direct Carrier Billing service in Hainan and other provinces and I look forward to updating shareholders on our progress in this regard in the near future."

The Company is also pleased to report that, as expected, it collected \$2.72 million during the quarter ending 31 March 2016.

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1. Source: www.agtech.com/html/industry_lottery_overview_char.php

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| <p><u>For further information please contact:</u></p> <p>Bryan Carr Managing Director AUST: +61 412 111 968 CHINA: +86 138 1188 8401</p> <p>Media inquiries to: Ben Jarvis, Six Degrees Investor Relations: +61 413 150 448</p> | <p>About SmartTrans (https://youtu.be/-1t_vJe1DBA)</p> <p><i>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.</i></p> |
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