



**ASX and Media Release**

1 July 2016

## **ICS MAKES BREAKTHROUGH TO NEW INDUSTRY WHILE iBENEFIT KEEPS MOMENTUM ON ACHIEVING BIG CLIENTS**

### **Highlights:**

- **ICS(Incentive Cloud Service) explores its business into new industry**
- **iBenefit continues developing new customer of leading public transportation company**

99 Wuxian Limited (ASX: NNW) ("99 Wuxian" or "the Company") is pleased to provide a business update for the month of June 2016.

**China Resources Pharmaceutical Group (CR Pharma):** Starting from this month, Incentive Cloud Service (ICS) platform will be providing user incentive service to CR Pharma on its APP, by establishing the rewards point redemption platform and running the relevant operation system. Meanwhile, ICS will also provide various value-added services to CR Pharma users. The agreement with CR Pharma set up the milestone for ICS to work with non-financial sector companies and also laid a solid foundation of sustainable development in multi-fields for ICS business.

China Resources Pharmaceutical Group (SZ: 000999) is one of the seven core strategic business units of China Resources (Holdings) Company Limited, which was founded in 1938, ranking 143th of the Global 500 by Fortune in 2014. It is as well as one of the leading pharmaceutical companies in China with over 10,000 employees and engaged in the whole medicine industrial chain including R&D, manufacturing, and distribution, \$144 billion HKD in main business turnover and \$9 billion in net profit in the year of 2015.

**Da Zhong Transportation (Group) Co., Ltd.:** iBenefit has signed contract with Da Zhong Transportation (Group) Co., Ltd.(SH: 600611) this month, to help build flexible employee benefit platform and introduce internal incentive system through the implementation of iBenefit service.

Da Zhong Transportation (Group) Co., Ltd (SH: 600611) is the largest transportation service supplier in Shanghai and Yangtze River Delta region. The group has been actively facing the opportunities and challenges in the new era of mobile internet, to promote traditional business innovation by bringing business from offline to online.

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**About 99 Wuxian Limited:**

99 Wuxian aggregates over 300 million high quality consumers and 155 leading merchants through a marketplace embedded within the mobile apps of China's leading banks, telecommunications and insurance companies. 99 Wuxian enables increased customer satisfaction, loyalty and retention for its business partners by offering consumers the lifestyle convenience of purchasing virtual and physical goods on a mobile device.

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