



June 2016 Quarterly Trading Update

Hong Kong, 28 July 2016: 99 Wuxian, (ASX: NNW) ("99 Wuxian" or "the Company") is pleased to provide a trading update for the June 2016 quarter.

Highlights¹:

- 32.9 million transactions on the platform in Q2, up 206% over the prior corresponding period ("pcp") to 30 June 2015
- Total registered user base of 60.3 million, up 32% from 30 June 2015
- Q2 platform revenue of RMB 59.4 million, up 16% over the pcp to 30 June 2015

Key performance metrics (RMB)¹: (see Appendix A for AUD summary metrics)

Last 12 months ending	June 2015	June 2016	Growth
Registered users	45,616,919	60,286,502	32%
Total number of transactions	42,610,756	91,962,074	116%
Average Transaction Value	238	149	-37%
Gross Transaction Value	10,125,545,662	13,700,408,394	35%
Platform Revenue	182,201,796	244,706,654	34%

Quarterly period ending	June 2015	June 2016	Growth
Total number of transactions	10,760,904	32,888,736	206%
Average Transaction Value	249	61	-75%
Gross Transaction Value	2,682,018,877	2,015,399,454	-25%
Platform revenue	51,191,028	59,363,152	16%

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



Registered users

99 Wuxian's registered user base reached 60.3 million in the June quarter, growing by 14.7 million since 30 June 2015. The growth in registered users reflected 99 Wuxian's successful platform expansion through the addition of new business partners and distribution channels, increasing penetration rates among mobile application users and launching marketing campaigns.

Transactions

During the quarter, a record number of 32.9 million transactions were completed through the platform, up 206% over the prior corresponding period ("pcp"). On an LTM basis, 92.0 million transactions were completed through the platform, an increase of 116% over the twelve months to 30 June 2015. The strong increase in transaction volume was driven by business partners' inclination to increase user transaction frequency and engagement.

Average Transaction Value ("ATV")

Over the last twelve months, the average value of all transactions had declined from RMB 238 to RMB 149, and ATV completed on the platform for the quarter had declined from RMB 249 to RMB 61. The movement in ATV was primarily the result of business partners' efforts to promote lower-value virtual products and increase user transaction frequency and engagement.

Gross Transaction Value ("GTV")

On an LTM basis, 99 Wuxian generated GTV of RMB 13.7 billion, representing a 35% increase over the twelve months to 30 June 2015. The massive transaction volumes and the growing number of registered users jointly contributed to the result. In addition, GTV for the quarter declined 25% over the pcp from RMB 2.7 billion to RMB 2.0 billion, resulting from the decrease of ATV and the increase of transaction volume during the quarter.

Platform revenue

On an LTM basis, 99 Wuxian reported revenue of RMB 244.7 million, up 34% over the twelve months to 30 June 2015. For the current quarter, 99 Wuxian reported revenue of RMB 59.4 million, up 16% over the pcp. The strong revenue performance during the quarter was driven by 99 Wuxian's pro-active user acquisition and engagement strategy. The Company actively managed its user acquisition and engagement strategy and continued to review, consider and implement appropriate strategies to drive the future growth of the platform.



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About 99 Wuxian Limited

99 Wuxian is a leading mobile internet gateway, providing comprehensive solutions for businesses partners including China's leading banks, telecommunications, insurance companies, etc., connecting their customers and employees with high quality merchants for a wide range of products and services.



Appendix A

Key performance metrics (AUD)¹:

Last 12 months ending	June 2015	June 2016	Growth
Registered users	45,616,919	60,286,502	32%
Total number of transactions	42,610,756	91,962,074	116%
Average Transaction Value	47	30	-37%
Gross Transaction Value	2,007,602,836	2,716,394,717	35%
Platform revenue	36,125,346	48,518,252	34%

Quarterly period ending	June 2015	June 2016	Growth
Total number of transactions	10,760,904	32,888,736	206%
Average Transaction Value	49	12	-75%
Gross Transaction Value	531,766,769	399,595,419	-25%
Platform revenue	10,149,700	11,769,996	16%

Note: RMB translated into AUD using the spot rate of AUD/RMB 5.0436 as at 19 July 2016.