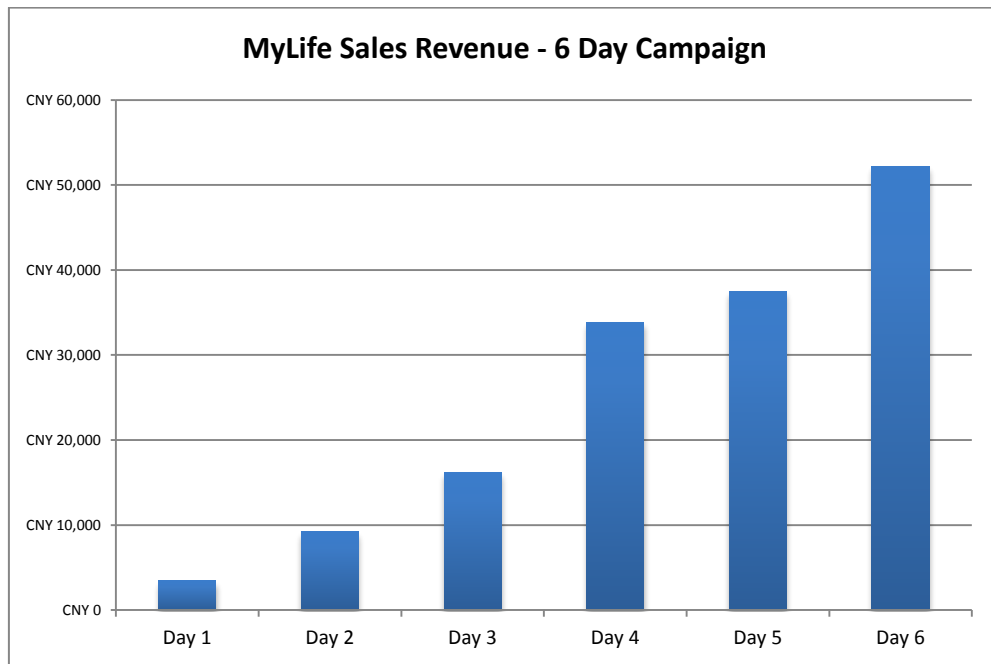


17 September 2012

### China Sales Growth

SmartTrans conducted a six-day focused marketing campaign to test its China Mobile affiliated MyLife web site and reports the following growth in MyLife subscription revenue.



During the trial campaign China Mobile customers were able to purchase from SmartTrans a monthly subscription to MyLife and charge it directly to their mobile phone accounts to access a range of content from the SmartTrans [www.mylife365.cn](http://www.mylife365.cn) web site.

SmartTrans is delighted with the uptake and growth profile achieved relative to the costs incurred. SmartTrans will refine the content and employ customer inquiry staff to support ongoing operational marketing campaigns and plans to run multiple campaigns in parallel targeting different user demographic profiles.

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