



## ASX and Media Release

19 December 2016

# 99 WUXIAN GAINS VALUABLE NEW CLIENTS AND STRENGTHENS RELATIONSHIP WITH ICBC

### Highlights:

- **99 Marketplace launches a successful joint marketing activity with ICBC strengthening relationship**
- **99 Wuxian's ICS mobile rewards offering secures new major insurance clients across China**
- **iBenefit secures new clients and a promising channel sales partner in the banking and human resource industries**

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

### 99 Marketplace Progress

**Industrial and Commercial Bank of China:** 99 Wuxian launched a joint marketing campaign called the ICBC Fans Carnival in November with Industrial and Commercial Bank of China ("ICBC"), one of China's largest banks.

This campaign resulted in high engagement from ICBC clients and was displayed to a large number of people that watched live stream programs simultaneously. Throughout this joint promotion campaign there were over 60 million clicks, and over 9 million users engaged with ICBC content. This traffic will have a positive impact and encourage potential users to transact on 99 Wuxian platforms.

This campaign was substantial as it was equivalent to 2,000 ICBC branches simultaneously running marketing campaigns. The fact that such a large Chinese bank has successfully run a campaign as such with 99 Wuxian increases potential for other banks and 99 Wuxian to cooperate in a similar manner moving forward.

Thanks to this cooperation with ICBC, 99 Wuxian's business has been promoted and transaction value has increased due to the strengthened platform awareness.

### Incentive Cloud Service Progress

**Dinghe Insurance:** 99 Wuxian has secured new client Dinghe Insurance and will provide use of the ICS

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rewards program offering for clients of Dinghe Insurance. This is further proof that insurance companies that wish to engage their customers see real value in 99 Wuxian's ICS mobile rewards offering.

Dinghe Insurance started operation in May 2008 as a nationwide property insurance company, and has established 11 province-level branches so far. It has been constantly expanding, with premium income increasing from AUD19.4 million (RMB100 million) in 2008 to AUD524 million (RMB2.7 billion) in 2015, asset size increasing from AUD271 million (RMB1.4 billion) in 2008 to AUD1.4 billion (RMB7.2 billion) at present. The company workforce has also grown substantially increasing from 40 employees when the company started operating to over 2,000 employees at present.

**Asia-Pacific Property & Casualty Insurance:** 99 Wuxian has secured new client Asia-Pacific Property & Casualty Insurance and will provide use of the ICS rewards program offering for its clients.

Asia-Pacific Property & Casualty Insurance is a comprehensive property and casualty insurance company with approximately 300 different insurance solutions that service the needs of both corporate and individual clients. It has a nationwide insurance service centre network of around 200 institutions across China. It has annual revenue of over AUD484 million (RMB 2.5 billion).

**Sinosafe Insurance:** 99 Wuxian has secured new client Sinosafe Insurance and will provide use of the ICS rewards program offering for clients of Sinosafe Insurance.

The partnership with Sinosafe Insurance represents a substantial opportunity for new users and increased transaction volumes for 99 Wuxian thanks to Sinosafe Insurance's massive client base and strong reputation in the insurance industry.

Sinosafe Insurance was founded in Oct 1996, and has insured over AUD19 billion (RMB100 billion) worth of property. It has thousands of insurance centres that provide solutions to large numbers of clients across China. Sinosafe has annual revenue of AUD1.8 billion (RMB9.7 billion).

#### **iBenefit Progress**

**Consumer Finance Center division of Bank of Nanjing:** 99 Wuxian has won the competitive tender process run by the Consumer Finance Center (a division of the Bank of Nanjing). 99 Wuxian will provide staff of Consumer Finance Centre division employee rewards through the iBenefit platform, and iBenefit will serve as a comprehensive employee benefit platform for the Consumer Finance Center division to manage rewards and incentives for its 700+ employees. Having secured Consumer Finance Center division as an iBenefit client presents potential future opportunities for 99 Wuxian to introduce the iBenefit offering to the head office of the Bank of Nanjing.

The Bank of Nanjing was established in 1996 and listed publicly on the Shanghai Stock Exchange in 2007, and it has over 150 branches and approximately 7,000 employees.

**Blue Sea HR Solutions – Major Channel Sales Opportunity:** iBenefit has entered into a channel sales partnership with Blue Sea HR Solutions, a nationwide comprehensive HR solutions provider that sees

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iBenefit as a complementary offering for its clients. Blue Sea HR Solutions plans to leverage and better serve its 5,000 corporate clients in 20 different industries by introducing and encouraging clients to use in their businesses the iBenefit offering. This channel sales partnership represents a huge opportunity for additional large corporate clients to engage 99 Wuxian's iBenefit offering, further strengthening the iBenefit offering in China's HR services industry.

Blue Sea HR Solutions is one of the largest comprehensive HR services companies in China. Currently it has more than 30 branches and its service centre network covers around 340 cities across the country, and it is a leading player in the HR services industry.

**For further information, please contact:**

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**About 99 Wuxian Limited:**

99 Wuxian is a leading provider of online and mobile commerce solutions in China through its three core mobile commerce offerings:

- 99 Marketplace – A leading and reputable mobile commerce platform integrated with Chinese mobile banking application connecting bank customers with high quality merchants for a wide range of products and services.
- ICS – An online mobile rewards & points programs for China's largest banks, insurance companies and other major financial institutions.
- iBenefit – An mobile incentive and rewards programs for employees from some of China's large and medium state owned enterprises and private companies.

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