



SmartTrans launches Love Finance News with China Telecom in Hubei

- SmartTrans launches Love Finance News in collaboration with China Telecom and Ta Kung Pao
- Revenue already being earned and forms an additional source of passive and recurring revenue for SMA
- SMA and China Telecom now working towards expanding content, rolling out into additional provinces
- New offering to leverage off booming consumer interest in personal investment & finance in China

3 June 2015: Mobile and online payments platform and logistics software provider **SmartTrans Holdings Limited (ASX: SMA)** (**'SmartTrans' or 'the Company'**) is pleased to announce that the Company has launched its new Love Finance News product in Hubei Province following a successful paid pilot of the product there in May.

As previously announced (ASX 21/04/15), the Love Finance product range aims to inform and educate subscribers about the latest financial news, information and personal finance products and is the result of a collaboration between SmartTrans, China Telecom and Ta Kung Pao, China's oldest established and first online newspaper¹.

Love Finance News, for which users pay a CNY5.00 (~AUD1.00) per month subscription fee for the basic service and CNY10.00 (~AUD2.00) per month for the premium service, is the first SmartTrans developed product to be marketed with China Telecom to its mobile users. This innovative range of content, sourced from Ta Kung Pao, and then managed and formatted by SmartTrans into deliverable product to subscribers, is designed to leverage off the booming interest in personal investment and widespread use of smartphones in China. SmartTrans receives an ongoing monthly royalty from all these subscriptions.

SmartTrans and China Telecom will now work closely to expand the range of content, services and information available to consumers under the Love Finance brand.

Revenue earned by SmartTrans from Love Finance is additional to the passive and recurring revenue that it already earns from monthly subscriptions for other products and in-App purchases and SmartTrans believes that there is significant potential to further grow this revenue stream by adding additional content, features and upgrades.

Following the launch in Hubei, SmartTrans expects to roll out Love Finance into other provinces and in conjunction with China Telecom, plans to strategically and progressively scale up to target China Telecom's broader subscriber base.

SmartTrans Managing Director Bryan Carr commented: "This is an exciting launch for SmartTrans, as it once again highlights the capability and reach of SmartTrans' online products and mobile payment capability. The trust and credibility we have now established in China is demonstrated by this ongoing collaboration with our esteemed partners China Telecom and Ta Kung Pao."

"More critically, this is yet another source of passive and recurring revenue for SmartTrans and is on top of the revenue already earned from games and other entertainment content and which we intend to grow as we expand and develop the range of offerings available to subscribers under the Love Finance brand. We are working closely with China Telecom to progressively roll this out into additional provinces."

Further updates will be provided in due course regarding progress with this innovative offering.

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1. Source: www.takungpao.com

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| <p>Further information please contact:</p> <p>Bryan Carr Managing Director AUST: +61 412 111 968 CHINA: +86 138 1188 8401 Media inquiries to: Ben Jarvis, Six Degrees Investor Relations: +61 413 150 448</p> | <p>About SmartTrans</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 CMPay, 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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