



## SmartTrans partners with China Telecom to deliver Mobile Finance products

- China Telecom to promote and distribute SmartTrans' mobile finance product to its 188 million<sup>1</sup> subscribers under 'Love Finance' brand
- Users to be billed CNY5.00 (~AUD1.00) per month for the SmartTrans product
- Mobile Finance products include SMS, MMS and Mobile App with content sourced from Ta Kung Pao
- 'Love Finance' brand planned for launch by China Telecom and SmartTrans in May
- Recurring revenue stream for SmartTrans with fees earned from subscriptions
- SmartTrans to leverage off booming interest in finance and share markets in China
- Valuable addition to growing database of Chinese consumers for SmartTrans

**21 April 2015:** Mobile and online payments platform and logistics software provider **SmartTrans Holdings Limited (ASX: SMA)** ('SmartTrans' or 'the Company') is pleased to announce that it has reached a commercial agreement for China Telecom to promote and distribute SmartTrans' financial news and information product to its 188 million<sup>1</sup> subscribers through a new platform called 'Love Finance'

China Telecom's new brand 'Love Finance' will be promoted through a variety of channels including (but not limited to) mobile phone newspapers, text messages and WAP business channels with subscribers to pay CNY5.00 (~AUD1.00) per month for the SmartTrans product.

Love Finance is a product that aims to inform and educate subscribers on the latest financial news and personal finance products. It is scheduled for launch in May, after which China Telecom and SmartTrans will work closely to expand the range of information, services and content available to consumers via this medium.

SmartTrans will be responsible for content management for the brand, which it will source from Ta Kung Pao, China's oldest existing and also first online newspaper<sup>2</sup> ([www.takungpao.com](http://www.takungpao.com)). China Telecom will be responsible for the integration and launch of the products within the China Telecom customer network, ongoing business operation, marketing, promotion and payment collection.

The Company considers that this is an excellent growth and revenue opportunity, especially with the booming interest in personal investment and share markets in China. This is highlighted by the fact that last month 1.6 million new trading accounts were opened in Mainland China over just five days (with 6 million for the month), eclipsing all previous records<sup>3</sup>.

SmartTrans will receive ongoing royalty fees from monthly subscriptions to Love Finance products, meaning that, once a customer is secured, this revenue will be passive and recurring in nature from subscription holders. SmartTrans also has the ability to earn further royalties for the purchase of additional content and upgrades.

SmartTrans' Managing Director, Bryan Carr, commented: "This ground-breaking deal is the culmination of SmartTrans' established and strong relationship with China Telecom and the close working partnership we have formed with China's oldest and most esteemed newspaper group, Ta Kung Pao."

"With the exploding interest in share markets in China we see this as a huge opportunity, especially through the captive customer database of users focussed on finance and personal investment – this demographic will be particularly attractive to third parties who wish to promote a vast range of products and services, something which SmartTrans can certainly leverage."

"We will now focus on progressively increasing the range of offerings that we can promote and sell to consumers via this channel in order to maximise the value of this opportunity."

"We have been working with China Telecom for some months on this deal and are excited to be launching the Love Finance Mobile brand in co-operation with two such strong and highly regarded partners as Ta Kung Pao and China Telecom. We look forward to updating shareholders on this exciting initiative as it progresses."

**Melbourne**  
Level 1  
10 Queens Road  
MELBOURNE  
VIC 3004  
Ph: (03) 9866 7333

**Sydney**  
Suite 37  
401 Pacific Highway  
ARTARMON  
NSW 2064  
Ph: (02) 9660 4564

**Beijing**  
101, Building 22,  
Courtyard 4 Gongti Bei Lu  
Chaoyang District  
BEIJING CBD, 100027  
Ph: +86 (10) 6500 0910

– ENDS –

1. Source: <http://www.chinatelecom-h.com/en/ir/kpi.php>
2. Source: <http://takungpao.com>
3. Source: <http://www.marketwatch.com/story/beijing-put-may-be-driving-chinas-stock-market-fever-2015-04-16>

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



**Melbourne**  
Level 1  
10 Queens Road  
MELBOURNE  
VIC 3004  
Ph: (03) 9866 7333

**Sydney**  
Suite 37  
401 Pacific Highway  
ARTARMON  
NSW 2064  
Ph: (02) 9660 4564

**Beijing**  
101, Building 22,  
Courtyard 4 Gongti Bei Lu  
Chaoyang District  
BEIJING CBD, 100027  
Ph: +86 (10) 6500 0910