



1 million customers billed by SmartTrans' SmartPay platform in China

- SmartPay platform delivering growing revenue built on a base of recurring revenue streams
- Consumer use of SmartPay still ramping up – significant growth in users is anticipated
- 1 million customers billed in 9 months – billing commenced with 13,000 customers in July 2014
- March revenue from SmartPay forecast to be a strong result confirming a solid Quarterly performance
- New third party billing agreements pending

31 March 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 achieved the milestone of 1 million customers who have been billed via SMA's SmartPay platform in China and that this milestone has been achieved in 9 months since July 2014.

SmartTrans is encouraged to have achieved this milestone which is a strong endorsement of the proprietary technology that underpins the platform and which has been reached in a highly competitive marketplace.

While the milestone of 1 million consumers is encouraging, the Company believes that consumer use of SmartPay is still in its very early stages and the recently announced Direct Carrier Billing Agreements with China Mobile in new provinces and the very likely increase in content developers and providers using SmartPay are the catalysts for continuing and rapid growth.

The investment SmartTrans has made in securing strategic partnerships with all major telecommunications and billing providers is now starting to pay off. As well as the growing partnership with China Mobile, SmartTrans is also looking to expand with its other billing partners, China Unicom & China Telecom and with leading credit/transaction card payment providers AliPay and UnionPay.

SmartTrans Managing Director Mr Bryan Carr stated: "This is a pleasing milestone for SmartTrans and it is a reflection of the hard work we have undertaken over the last few years to build these relationships with our partners in China. Now that the model has been validated, we expect consumer uptake of SmartPay to grow rapidly from this point onwards.

"The SmartPay platform is now well entrenched in the marketplace and has become a solid and growing source of revenue for the Company. Revenue from SmartPay continues to experience strong month-on-month growth and we are expecting March's revenue to be another good result.

"The 1 million customers who we have now billed via the SmartPay platform is also testament to the popularity of the wide variety of apps and content that are now available to consumers in China. We expect this to increase and SmartTrans is well placed to secure new third party content providers and app developers wishing to use SmartPay as their billing platform. We have a number of opportunities pending."

"As previously reported to the market, we are pleased with the solid and stable revenue streams that the China business division continues to deliver and we look forward to updating shareholders on our quarterly revenue results."

– ENDS –

Further information please contact:

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

About SmartTrans

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.



@SmartTrans_SMA

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