

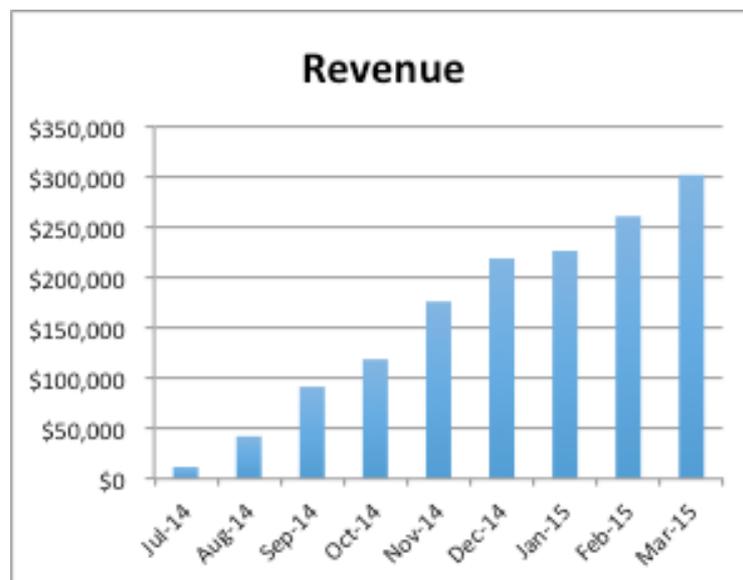


SmartPay China revenue tops a record \$300,000 in March

- Ninth consecutive month of revenue growth for SmartPay online platform in China
- SmartTrans China revenue in March of \$300,048 – a record performance
- Revenue of \$1,004,200 achieved in just four months – exceeds China revenue for all of FY 2014 (\$927,989)
- Year to date revenue from China operations now \$1,450,000
- Uptake of SmartPay continues to grow with an increasing range of apps and content

9 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 its SmartPay online platform in China has delivered record revenue of \$300,000 for the month of March.

This is the ninth consecutive month of revenue growth for SmartTrans' SmartPay online billing systems which has now booked revenue in the four months from December to March of \$1,004,200 which is more than it did for the whole of financial year 2014 (\$927,989). Year to date revenue from the SmartPay platform is \$1,450,000. .



Revenue from SmartTrans' operations in China to the end of March 2015

The growth of the SmartPay platform is attributed to a number of key drivers, most notably the expanded roll out of SmartTrans' Direct carrier billing agreements with China Mobile into more provinces, which has led to a growing number of new customers contributing to the revenue sources.

There is also greater demand and uptake by Chinese consumers for apps and content available via SmartPay, as well as an increasing number of third party providers seeking to use it as means to potentially bill a huge audience.

SmartTrans Managing Director, Bryan Carr, stated: "The continuing top line revenue growth from the SmartPay platform is a direct result of the focus we have had and the investment we have made in this business division."

"The SmartPay platform is now a key source of revenue for SmartTrans and we still see significant unlocked potential here. Accordingly, we will continue our strategy of targeted investment to ensure that we maintain and enhance our position in the market place while keeping our cost base low in order to boost the bottom line."

“The ongoing roll out and expansion of the payment system with China Mobile is a major endorsement for our technology, and we are confident that this offering will be extended to several more key regions in the near term.”

“We have three priorities to continue to grow revenue from SmartPay in the near term – expand the Direct Carrier billing partnership with China Mobile into new provinces, secure more third party billing agreements with app developers and content providers and bring existing third party agreements with CITS and Ta Kung Pao online. We look forward to updating shareholders as we progress these and other opportunities.”

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| <p>Further information please contact: Bryan Carr Managing Director AUST: +61 412 111 968 CHINA: +86 138 1188 8401</p> <p>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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