



## ASX Announcement

15 April 2014

### 99 Wuxian Limited

ARBN 164 764 729

Incorporated in Hong Kong

ASX: NNW

### Board of Directors

Mr Ross Benson – Chairman, Non-Executive Director

Ms Amalisa Zhang – CEO, Executive Director

Mr David Chen – Executive Director

Mr Yongkuan Duan – Non-Executive Director

Mr Simon Green – Non-Executive Director

Mr Tony Groth – Non-Executive Director

### Company Secretary

Mr Nathan Bartrop

HWB (Corporate Services) Limited

### Registered office

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18 Chater Road, Central

Hong Kong

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To : Australian Securities Exchange

### 99WUXIAN EXPANDS REACH THROUGH INNOVATIVE MULTI-PLATFORM PARTNERSHIPS

- **Launch of “99 e-coupon” product to strengthen merchant platforms of 99wuxian**
- **Diversified product offering drives improved user engagement**
- **New partnerships reduce costs, increase total transaction volume and spending per transaction**

#### Overview

Leading Chinese m-commerce company, 99 Wuxian Limited (99wuxian) is pleased to announce a range of new initiatives designed to advance the company's focus on enhancing user engagement and increasing both the value and volume of transactions.

These include:

- The use of proprietary 'big data' to deepen partnerships by increasing interaction between users and products and services;
- Engagement with third parties to facilitate the migration of financial services institutions from traditional models towards mobile alternatives; and
- Development of novel technologies to create new revenue-generating opportunities for the 99wuxian platform.

#### Launch of 99 e-coupon


99wuxian has recently released the “99 e-coupon”, a product that links electronic coupons from a number of significant e-commerce platforms with the user-friendly 99wuxian platform. 99 e-coupon provides different values for a variety of choices and users have unique access to discounts with globally recognised merchants such as Amazon, as well as popular Chinese merchants such as Jingdong, Ctrip, Yihao dian, Dangdang and Suning.

99 e-coupon evidences 99wuxian's commitment to develop new and innovative products that increase transaction volume and enhance the end user experience. 99wuxian attracts payments from customers making purchases on almost all mainstream m-commerce platforms by 99 e-coupon.

#### 99 Play vendor partnership with Shanghai Xiangzuan

The “99 Play” mobile game recharge platform continues to perform strongly, experiencing 1670% growth since its inception. Importantly 99 Play has demonstrated a clear ability to attract increasingly high-quality users to the platform.

99wuxian has partnered with well-known game developer Shanghai Xiangzuan in a move to reduce development costs and increase profitability. The partnership with Shanghai Xiangzuan will also increase the diversity of the online game offering and bring additional



revenue to the platform.

Proprietary data obtained since the launch of 99 Play suggests that high-earning mobile banking users are increasingly flocking to online game offerings, suggesting that existing partnerships such as between 99wuxian and Unionpay are likely to attract more high-quality users as the offering of mobile game packages expands.

#### **Partnership with China Industrial Bank**

During March, 99wuxian integrated its virtual game purchasing service into the mobile banking platform of Industrial Bank, one of China's first joint-equity commercial banks. Industrial Bank has been consistently listed as one of the world's top 50 banks and has offered a comprehensive mobile banking service since 2006.

The introduction of this new service is a continuation of 99wuxian's push towards improving user engagement, enhancing customer loyalty and achieving business retention. The success of this fledgling partnership provides further validation of the B2B2C model pursued by 99wuxian, as platform use increased by 762% in transaction volume.

#### **Joint marketing campaign with Bank of Beijing**

The company has recently commenced a joint mobile banking marketing campaign with Bank of Beijing, China's largest urban commercial bank and third largest bank of the greater Beijing area.

The "shake a lottery draw" aims to attract new users to the 99wuxian platform as well as improving the engagement of existing users.

99wuxian's partnership with Bank of Beijing is further evidence of the movement of financial services institutions from traditional models towards mobile alternatives.

For further information, please contact:

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