



## ASX Announcement

6 June 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

27/F, Alexandra House

18 Chater Road, Central

Hong Kong

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Website: [www.99wuxian.com](http://www.99wuxian.com)

To : Australian Securities Exchange

### **99wuxian announces new marketing alliance and business partner growth**

#### **Shanghai Pudong Development Bank (SPD Bank)**

Leading Chinese m-commerce company 99wuxian Limited (99wuxian) is pleased to announce encouraging progress in the further roll out of its business strategy during the month of May.

99wuxian's Marketing Management Service (MMS) has entered into a collaboration with business partner SPD Bank, which boasts more than 80 million cardholders.

99wuxian has played a key role in assisting SPD Bank build up its customer reward platform- "Gold Beans Mall" – in which mobile bank customers can redeem their reward points for various e-gifts.

The rewards platform increases user satisfaction, customer satisfaction and loyalty. All helping to improve e-banking transactions


As a nationwide joint-stock commercial bank, SPD Bank commits itself to financial innovation. It set up its online banking system 10 years ago and now boasts over 80 million cardholders, 4 million mobile banking users and 39 branches throughout the country.

Supported by 99wuxian's platform, MMS will continue to roll out its mobile service to more banks. Which lays the foundation as one of the benchmarks for more MMS service to 99wuxian's existing business partners.

#### **New Merchants**

##### **Vipshop**

Since its launch in March, 99 e-Coupon has collaborated with several merchants. This month, 99wuxian expands its merchants further by adding Vipshop as 99 e-Coupon suppliers.



The merchant channel has been expanded with the cooperation of fashion brands Vipshop which specializes in fashion brands with a special discount. This further expands the merchant channel of 99 e-Coupon and provides greater choices of virtual products for users. Through attracting payments from customers purchasing on almost all mainstream m-commerce platforms by "99 e-Coupon", the company has already created a new profit-making model.

For further information, please contact:

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