



## ASX Announcement

22 July 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  
Contact: + 61 401 809 653  
Website:  
[www.99wuxian.com](http://www.99wuxian.com)

To : Australian Securities Exchange

### **99 Wuxian Quarterly Trading Update**

**Hong Kong, 22 July 2014:** Leading Chinese mobile commerce company 99 Wuxian Limited (ASX: NNW) ("99 Wuxian" or the "Company") is pleased to provide an update of trading for the June 2014 quarter.

99 Wuxian operates a mobile online market place, *99wuxian.com*, in China, providing value-added application services to banks and merchants. The mobile online market place offers a variety of physical and virtual goods to consumers via a mobile banking application available on a smart phone or tablet.

99 Wuxian is a market leader in the Chinese business to business to consumer (B2B2C) m-commerce segment with more than thirty million registered users.

The Company has consistently produced strong results across all key performance indicators (KPI) of its operating performance since listing in October 2013. This was again demonstrated in the continued outperformance during the June 2014 quarter through impressive growth in all KPI's compared to the corresponding quarter last year.

	June 2013 Quarter/end	June 2014 Quarter/end	Percentage increase
Registered users (RU)	20,770,686	31,086,568	49.67%
Gross Transaction Value (GTV) (RMB)	586,178,122	1,700,166,038	190.04%
*AUD	100,602,077	291,788,841	
Total number of Transactions (TNT)	4,685,664	5,507,048	17.53%
Average Value per Transaction (AVT)(RMB)	125.10	308.73	146.79%
*AUD	21.47	52.99	
99wuxian.com Platform Revenue (PR) (RMB)	26,356,698	40,414,149	53.34%
*AUD	4,523,435	6,936,027	

\* RMB converted to AUD at 21 July 2014 using RMB 5.8267 = AUD 1.00

### **Registered Users (RU)**

- Growth in registered users (RU) continues in accordance with an established trend.
- Growth over the last 12 months of almost 50% is an average of almost 2.5 million new RU's per quarter.
- Growth continues to be driven by a combination of new Business Partners joining the platform, and current Business Partners' promotional activities.
- Registered user growth for the June 2014 quarter increased by 49.67% compared to June 2013 quarter.

### **Gross Transaction Value (GTV)**

- GTV for the June 2014 quarter was more than triple the June 2013 quarter.
- Growth of 190.04% was driven by the significant 49.67% increase in registered users and an increase in Average Transaction Value (ATV) of 146.79%.
- The Company's strategy to drive higher spend per RU from the existing user base is producing the desired result.

### **Total Number of Transactions (TNT)**

- TNT averaged 60,517 per day for the June 2014 quarter, compared with 51,490 per day in the June 2013 quarter.
- Increase of 17.53% in TNT is a direct result of the company focusing on increasing ATV versus TNT.


### **Average Transaction Value (ATV)**

- ATV for the June 2014 quarter of RMB 308.73 was an increase of almost 146.79% over ATV for the June 2013 quarter.
- A key growth strategy for 99 Wuxian is to deepen relationships with users, thereby lifting the ATV. This process is enhanced through the company's programs with Business Partners in data mining initiatives.
- The B2B2C business model provides the company with access to well qualified users which the company believes will continue to enhance the ATV.

### **99wuxian.com Platform Revenue (PR)**

- Platform revenue grew by a pleasing 53.34% compared with the corresponding quarter in 2013.
- During the period, the company implemented a number of joint marketing initiatives with Business Partners which accounted for the disproportionately higher rate of growth in Gross Transaction Value compared to overall Platform Revenue.

The majority of promotional activities are conducted on a "variable cost" basis, which results in a reduced margin on GTV.



The Company remains focused on acquiring high quality users who are expected to incur strong annuity-like expenditure, as mobile commerce evolves in China. In order to support Business Partners who are paying the majority of fixed costs associated with customer acquisition, the Company believes the variable contribution to promotional costs represents a risk managed customer acquisition strategy to drive growth in registered users.

For further information, please contact:

99 Wuxian Limited

NWR Communications

Mr Ross Benson

Mr Simon Hinsley

M: +61 (0) 418 254 548

M: +61 (0) 401 809 653