



ASX Announcement

10 December 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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Website:
www.99wuxian.com

To : Australian Securities Exchange

Big Four Banks, Social Media and Insurance Channel Promotions

Highlights

- 99 Wuxian initiates marketing promotion with the “Big Four” Chinese banks (Bank of China, Agricultural Bank of China, Industrial and Commercial Bank of China, China Construction Bank)
- Launched a joint marketing promotion utilising the platform of ICBC WeChat channel aimed at increasing customer participation.
- Significant progress achieved in the newly developed insurance company business channel

Hong Kong, 10 Dec.2014: Leading Chinese mobile commerce company 99 Wuxian Limited (ASX: NNW) (“99 Wuxian” or the “Company”) is pleased to announce a major new channel to market providing a significant opportunity to expand its business-to-business (B2B) partners, registered user base and product offering to consumers.

99 Wuxian operates a Chinese mobile online market place, *99wuxian.com*, which provides a value-added services platform to banks, telcos, insurance companies and their customers. 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 36 million registered users.

“Big Four” Year-end Marketing Promotion

Following the successful marketing promotion, “99 Shopping Carnival”, 99 Wuxian has initiated a promotion called 2014 year-end “Shopping Season”, with the participation of the “Big Four” (Bank of China, Agricultural Bank of China, Industrial and Commercial Bank of China, China Construction Bank).

The key objective of the promotion is to provide customer rewards to mobile banking users of the “Big Four”.

99 Wuxian is offering “Red Packets” (Chinese version of lucky draw) of different value-added services such as game recharges, mobile top-up and 99 e-coupons. In conjunction with the promotion, 99 Marketplace is running a “sale of the day” with various physical goods including Australian health food products, home textiles, personal care products and 3C products (computer, communication and consumer electronics).

99 Wuxian has also invited one of the 99 Marketplace major merchants, Ctrip.com, to jointly launch an online auction of significantly discounted travel coupons to attract strong end user engagement.

The promotion, which launched in November, will last until the end of 2014 and is aimed at enhancing customer engagement with the 99 Marketplace and providing rewards for loyal users.

ICBC e-Payment Market Promotion on WeChat Channel

During November 99 Wuxian launched a joint marketing promotion utilising the platform of ICBC WeChat channel. This was in the form of small mobile gaming with a high percentage-winning rate aimed at increasing customer participation.

99 Wuxian also aimed at increasing user engagement through scanning of QR codes or clicking on the game platform links, and then entering 99 Wuxian Marketplace after WeChat authorisation.

Customers are able to win a variety of both physical and virtual coupons provided by 99 Wuxian when they participate in the WeChat game. The promotion has resulted in significant user registration for 99 Wuxian and provides a successful case for leveraging a social media network with joint marketing activities.

Expansion of 99 Wuxian's Insurance Channel Partners

Following the engagement of three leading Chinese insurance companies in October, 99 Wuxian commenced a pilot program with AXA Tianping Property & Casualty Insurance Company Limited ("AXATP") offering a customised ICS (Incentive Cloud Service) platform. The co-operation with AXATP is focusing initially on mobile top-up services and will be expanded into other value added services.

AXATP is the largest foreign insurance company in the China market and was established by the way of a merger between Tian Ping Auto Insurance Company Limited (the first auto-insurance-specialized company in China), and the wholly-owned subsidiary of the largest global insurance group AXA in China.

99 Wuxian believes the ICS platform will enable AXATP to provide significant value added services to its customers whilst delivering cost efficiencies to AXATP.

99 Wuxian is now well positioned to become China's industry leader of mobile or "e-insurance" which will drive innovation to the next generation of financial services.

www.99wuxian.com

For further information, please contact:

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