



## ASX Announcement

16 January 2015

**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**

## **Successful Marketing Promotions Across Multiple Channels and New Business Partners**

### **Highlights**

- Marketing promotions achieved significant results with major Chinese banks : Agricultural Bank of China and Ping An Bank.
- New business partners across multiple channels including insurance and logistics
  - New relationship with China leading insurance group China Pacific Insurance (Group) Co., Ltd (CPIC) by providing Incentive Cloud Services Platform (ICS) to its customer rewards program
  - Diversification of business partners continues, new partnership with leading Chinese logistics enterprise, S.F Express
- Impressive results from the December marketing promotion, “Shopping Season” with the “Big Four” Chinese banks.
  - Approximately 2.2 million users participated in the promotion

**Hong Kong, 16 Jan.2015:** 99 Wuxian, (ASX: NNW) (“99 Wuxian” or the “Company”) the leading Chinese mobile commerce company that operates a mobile online market place, *99wuxian.com*, is pleased to provide a business update for the month of December 2014.

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.

### **Customised marketing promotion with Agricultural Bank of China (ABC):**

99 Wuxian has initiated a customised marketing program facing 12 million active e-banking users of Agricultural Bank of China to promote ABC’s mobile banking application, acquire users to ABC’s mobile banking and increase transaction volume,. The marketing promotion started in December 2014 and runs for one month. With Agricultural Bank’s SMS push support, users are able to register for mobile banking through the short message content and obtain various marketing promotions of virtual goods such as game recharging and e-vouchers that 99 Wuxian offers.

Agricultural Bank of China is a major integrated financial service provider in China. During 2014, 99 Wuxian started trials on customised marketing with ABC and achieved impressive results of more than 50% success rate. Data-driven consumer targeting is aimed at maximising customer

engagement and is the focus of strategic investment for the next development stage of ABC's mobile banking offering.

**Ping An Bank – mobile banking:** Over the past month, 99 Wuxian has been working with Ping An Bank's mobile banking, providing a series of value-added lifestyle service applications including mobile game recharges, traffic fines and air ticket/hotel bookings..


99 Wuxian also plans to take part in the marketing campaign of Ping An Bank's personal wealth management product launch activity, to boost mobile banking user engagement and transaction volume. With its mobile financial service platform, Ping An Bank is committed to providing a safe, fast, convenient mobile banking service experience to its clients. After officially launching in July 2013, Ping An Bank achieved a rapid rise of 1 million users on its mobile banking platform within the first four months. As of May 2014, the number of users exceeded 2 million, setting a new milestone for the development of Ping An Bank's mobile banking system.

Ping An Bank (abbreviation: PAB, code: 000001) was China's first national joint-stock commercial bank offering shares to the public for trading on the Shenzhen Stock Exchange. Its total assets amounted to RMB2,136.475 billion as of June 2014. Ping An Insurance (Group) Company of China, Ltd., together with its subsidiaries is the controlling shareholder of Ping An Bank. As at the end of June 2014, PAB had a network of 38 branches across 47 cities in China and has formed agency relationship with more than 2,000 domestic and foreign banks in various countries and regions has been established through representative offices in Hong Kong..

**Insurance company channel – China Pacific Insurance (Group) Co., Ltd (CPIC):** Recently, 99 Wuxian and China Pacific Insurance (CPIC) formed a partnership through 99 Wuxian's Incentive Cloud Services platform (ICS) to provide a one-stop service for CPIC's customer rewards program. A specific marketing campaign called "*blessing bag*" based on online life insurance sales commenced during the month of December. This marketing campaign features value-added services offered on the ICS platform for CPIC customers. In addition, 99 Wuxian also provides virtual goods on CPIC's self-running e-commerce platform "Life Square" which ranges from mobile phone top-up discounts and will continue to offer incentive rewards programs throughout the year.

CPIC is a leading integrated insurance group in the People's Republic of China (PRC), which provides a range of risk and protection solutions to approximately 80 million customers throughout the country. According to statistics from China Insurance Regulatory Commission, CPIC ranked No. 2 among life insurance companies and No.5 for property insurance in terms of its original insurance premium.

The utilisation of the ICS platform is expected to drive a significant improvement in CPIC's customer satisfaction, as ICS provides a complementary and diversified service platform outside CPIC's main insurance business.



**New business partner S.F Pay:** 99 Wuxian is providing mobile value-added application services for S.F. Express's third party payment platform S.F. Pay.

Established in 1993, SF Express is a nationwide delivery service network and is currently expanding its overseas business. As of July 2014, S.F. Express had nearly 290,000 employees and 9,100 service centres in Mainland China and overseas. At the same time, S.F Express adopts different marketing strategies by diversifying its business to e-commerce platform (S.F Best), O2O business and third party payment business (S.F Pay) etc., on the basis of existing main logistics and express business.

As the S.F third party payment platform, S.F. Pay, will import an existing user base from S.F Express, at the same time increasing the number of users through various marketing activities to form a mutually beneficial and complementary business cycle with other value-added services provided by 99 Wuxian.

**“Big Four” year-end promotion:** As announced on 10 December 2014, 99 Wuxian initiated a marketing promotion, “Shopping Season”, to the mobile banking users of China’s “Big Four” banks (Bank of China, Agricultural Bank of China, Industrial and Commercial Bank of China, China Construction Bank).

The promotion offered a variety of discounts on both virtual and physical goods during the last quarter of 2014. The marketing campaign successfully achieved significant user engagement with approximately 2.2 million participants.

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

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

#### **About 99 Wuxian Limited**

99 Wuxian Limited is a leading Chinese m-commerce company that operates a mobile online market place called ‘99wuxian.com’ in China, providing value-added application services to banks and vendors. The market place offers a variety of goods both physical and virtual, accessible to consumers via a mobile banking application available on a smart phone or tablet.