



December 2014 Quarterly Trading Update

Hong Kong, 23 January 2015: 99 Wuxian, (ASX: NNW) ("99 Wuxian" or the "Company") the leading Chinese mobile commerce company that operates a mobile online market place is pleased to provide a trading update for the December 2014 quarter.

99 Wuxian's mobile online market place provides 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 currently the market leader in the Chinese business to business to consumer (B2B2C) m-commerce segment with more than 40 million registered users. The company has established working partnerships with more than 50 of the top Chinese financial institutions, including the country's four largest banks and nine of the top 10, insurance companies and telecommunication providers.

Quarterly period ending		December 2013 Quarter/end	December 2014 Quarter/end	% Increase (Decrease)
Total Number of Transactions (TNT)		8,704,076	13,181,404	51.44%
Average Transaction Value (ATV)	RMB	298.47	226.40	-24.14%
	AUD*	58.37	44.35	
Gross Transaction Value (GTV)	RMB	2,597,865,389	2,984,314,180	14.88%
	AUD*	508,936,309	584,643,781	
99wuxian.com Platform Revenue** (PR)	RMB	38,327,359	54,320,057	41.73%
	AUD*	7,508,543	10,641,602	

Yearly period ending		December 2013 Year/end	December 2014 Year/end	% Increase (Decrease)
Registered Users (RU)		27,918,751	40,790,721	46.11%
Total Number of Transactions (TNT)		25,203,593	33,307,476	32.15%
Average Transaction Value (ATV)	RMB	196.67	245.88	25.02%
	AUD*	38.53	48.17	
Gross Transaction Value (GTV)	RMB	4,956,691,244	8,189,624,814	65.22%
	AUD*	971,043,441	1,604,393,146	
99wuxian.com Platform Revenue** (PR)	RMB	121,207,231	164,245,652	35.51%
	AUD*	23,745,172	32,176,638	

* RMB/AUD as at 22 January 2015 is RMB 5.1045 = AUD 1.00

** Unaudited 99wuxian.com Platform Revenue



Registered Users (RU)

Growth in Registered Users continues in accordance with an established trend. Growth over the last 12 months of more than 12,871,970 is an average of almost 3.2 million new users per quarter. Growth continues to be driven by a diversification of new business partners joining the platform and current business partners' promotional activities. Registered User growth for the December 2014 quarter increased by 46.11% compared to December 2013 quarter.

Total Number of Transactions (TNT)

TNT averaged 109,845 per day for the December 2014 quarter, compared with 72,533 per day in the December 2013 quarter. The increase of 51.44% in TNT has been delivered from the impressive results of the December marketing promotion, "Shopping Season" with the "Big Four" Chinese banks, with approximately 2.2 million users participating in the promotion.

Average Transaction Value (ATV)

ATV for the December 2014 quarter declined by 24.14%. This was primarily driven by the marketing initiatives during the quarter and changes in product mix. The ATV for the yearly period ending December 2014 increased by 25.02%.

Gross Transaction Value (GTV)

GTV for the December 2014 quarter grew by 14.88% compared to the corresponding period last year. The growth in GTV was driven by the 51.44% increase in the Total Number of Transactions and the 24.14% decrease in Average Transaction Value.

99wuxian.com Platform Revenue (PR)

Platform revenue grew by 41.73% compared to the corresponding quarter in 2013. During December, the Company implemented a number of joint marketing initiatives with major Chinese banks, which achieved significant results.

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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.