

New channels to market and China Construction Bank marketing campaign

Highlights:

- Incentive Cloud Service platform initiates cooperation with leading Chinese financial services company Guosen Securities
- Leading Chinese taxi-hailing application, Kuaidi Dache, onboarded as a new merchant
- Marketing promotion with China Construction Bank (CCB) delivered a win-win result

Hong Kong, 13 February 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 business update for the month of January 2015.

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 that is available on both smart phone and tablet devices.

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 China’s four largest banks.

Guosen Securities: 99 Wuxian initiated a rewards redemption program with Guosen Securities (“Guosen”) through its Incentive Cloud Services (“ICS”) platform at the beginning of January. Given the strength of Guosen’s market position, it is expected that the ICS platform will expand rapidly. Guosen has already launched a mobile top-up application to its customers and more value-added services will be delivered through various marketing platforms, including Guosen’s official WeChat channel and mobile application. Guosen aims to improve its risk management and customer relationship management through the rewards redemption program.

Established in 1994, Guosen Securities is a leading Chinese financial services firm with 3 wholly-owned subsidiaries, 13 branches and 85 business outlets over the country as of June 30, 2014. According to Securities Association of China, Guosen is listed as one of the top 10 ranked firms for securities trading and stock listing offers in China by its total asset value and revenue.



Kuaidi Dache: 99 Wuxian has entered into an agreement with Kuaidi Dache to provide its taxi-hailing and luxury limo service (Kuaidi ONE) via the 99 Wuxian platform. Kuaidi Dache will not only offer convenient travel solutions to 99 Wuxian's registered users, it also delivers a value-added lifestyle service to targeted consumers.

Mobile application services for transportation have been rapidly growing in China's major cities driven by taxi shortages. Kuaidi Dache which is backed by e-commerce giant Alibaba claims to be China's largest car-service app by market share and transaction volume, with 6 million daily taxi rides (Source: iResearch).

China Construction Bank: 99 Wuxian commenced a joint marketing activity with CCB on its mobile banking platform, by launching promotions using red packets, which contained mobile game recharging packages. Card holders who participate in the marketing activity could use the red packets to access mobile games offered by 99 Wuxian through WeChat and PC channels. The joint marketing campaign delivers a win-win outcome for both 99 Wuxian and CCB by building brand awareness and improving user engagement.

For further information, please contact:

99 Wuxian Limited

Mr Ross Benson

+61 418 254 548

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.