

99 Wuxian accelerates joint marketing campaigns with leading Chinese banks to drive registered user growth

Highlights:

- 99 Wuxian delivering on strategy to accelerate growth in registered user base within existing business partner network
- Joint marketing campaigns with Agricultural Bank of China and China Construction Bank the latest initiatives designed to deliver increased user penetration and engagement

Shanghai, 17 April 2015: 99 Wuxian (ASX: NNW) ("99 Wuxian" or "the Company") the market-leading Chinese mobile commerce company launched two important initiatives to advance the Company's strategy to expand its registered user base within its network of current business partners and increase engagement with existing registered users.

Since listing, 99 Wuxian's initial strategic objectives were focused on establishing a strong foundation for long term growth by building a robust network of business partners and high quality merchants. 99 Wuxian's mobile commerce platform is now utilised by 60 of China's leading corporations, including 9 of the top 10 Chinese banks. Having successfully established a blue chip business partner network, the Company is now focussed on accelerating the growth of its registered users.

The Company's targeted joint marketing campaigns with its business partners have been highly successful in growing the registered user base, which has increased from 27.9 million to 40.8 million over the 12 months to December 2014. 99 Wuxian now intends to broaden these marketing campaigns across its base of business partners in order to accelerate the rate of organic growth in registered users.

In March, 99 Wuxian launched two new joint marketing campaigns with the Agricultural Bank of China ("ABC") and the China Construction Bank ("CCB"). The Chief Executive Officer of 99 Wuxian, Amalisa Zhang, said "The joint marketing campaigns we have launched with ABC and CCB evidence the successful implementation of the next phase of our growth strategy and provides 99 Wuxian access to a combined customer base of more than 400 million, which will drive growth in 99 Wuxian's registered users.

"Having proven the success of such marketing initiatives in establishing a strong foundation of high quality customers across a number of our business partners, we are focused on increasing our penetration within the more than 320 million mobile banking app users across our business partner network.

"We look forward to working closely with ABC, CCB and all of our business partners as we continue to pursue this strategy through joint marketing campaigns and other initiatives," she said.

Agricultural Bank of China (ABC): As a long-term business partner of Agricultural Bank of China, 99 Wuxian has entered into an agreement with the ABC's newly upgraded mobile banking division to jointly launch marketing activities in the months of March to June.

This campaign will provide a number of key lifestyle applications for the bank's existing customer base through 99 Wuxian's marketplace, of which the mobile recharge service and 'Lucky Draw' promotion have attracted the most user engagement to date.

With direct support from ABC's leadership, this campaign is poised to benefit from the combination of the bank's solid infrastructure base for user activation with the personalized services offered by 99 Wuxian, to enhance user retention.

At the end of 2014, ABC had 23,612 domestic branch outlets and 10 overseas branch outlets with total assets of RMB15,974,152 million and net profit of RMB179.51 million. ABC was included in the list of Global Systemically Important Banks for the first time in 2014 and was listed as the 9th largest bank globally by Tier 1 Capital in The Banker's "Top 1000 World Banks" in 2014.

China Construction Bank (CCB): Beginning March 2015, 99 Wuxian signed with China Construction Bank to provide the electronic shopping card on its mobile banking application, as well as jointly organising marketing campaigns for various discounts and coupons, designed to increase registered user and transaction volumes.

Throughout this marketing event, bank users will be able to participate by logging onto CCB's mobile banking application on both Android and iPhone mobile devices. Electronic gift cards are provided by top e-commerce merchants including Dangdang.com, JD.com and VIP.com.

CCB is a leading commercial bank in China with an extensive customer base and established banking relationships with many of the China's largest business groups and leading companies across a range of industries. CCB has a network of 14,925 branches and sub-branches in Mainland China and 10 overseas branches worldwide. CCB was listed as the 2nd largest bank globally by Tier 1 Capital in The Banker's "Top 1000 World Banks" in 2014.

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About 99 Wuxian Limited

99 Wuxian aggregates over 300 million high quality consumers and 155 leading merchants through a marketplace embedded within the mobile apps of China's leading banks, telecommunications and insurance companies. 99 Wuxian enables increased customer satisfaction, loyalty and retention for its business partners by offering consumers the lifestyle convenience of purchasing virtual and physical goods on a mobile device.