

99 Wuxian Readies Innovative Employee Loyalty Platform While Merchant Momentum Continues

Highlights:

- **Pre-launch of employee loyalty management platform “iBenefit”**
- **High quality merchant additions headlined by leading online food provider and electrical appliance retailer**

Hong Kong, 10 June 2015: 99 Wuxian, (ASX: NNW) (“99 Wuxian” or “the Company”) is pleased to provide a business update for the month of May. The Company continues to expand its operations with the pre-launch of its employee loyalty management platform, iBenefit. This has been complemented by the addition of two new high quality online retailers to its diverse merchant base.

iBenefit

Employee retention is a major concern for employers in China. With over 40 per cent of staff changing jobs as often as every one to two years, employee turnover can significantly impact business productivity.

In response to this trend, 99 Wuxian has developed iBenefit, a Software-as-a-Service (SaaS) platform which enables companies to manage their employee benefit, incentive and loyalty programs. Designed to incentivise performance and increase employee retention, iBenefit tracks an employee’s “loyalty value”, presenting it in a visual display on their mobile phone.

99 Wuxian has conducted platform testing across two of iBenefit’s core functions, iHealth and iHoliday, which individually provide companies with highly targeted, desirable employee incentives and benefits. iHealth is an online health management services that provides employees with access to discounted health services, while iHoliday provides access to travel and accommodation packages.

The iBenefit platform is further evidence of 99 Wuxian’s technical capability and robust commitment to delivering innovative and diverse solutions for its business partners.

New Merchants

LaiYiFen: With 9.4 million registered customers and more than 2,300 retail stores throughout China, LaiYiFen is one of China’s leading online retailers of fresh and packaged food products. In partnership with LaiYiFen, 99 Wuxian will offer multidenominational e-coupons on its Incentive Cloud Service (“ICS”) platform which will be directly redeemable for products redeemable offline at physical stores.

In addition to its retail presence, LaiYiFen also sells its products via an official online store and mobile app platform. The company is recognised as a leader in O2O (online to offline)

integration in China's retail leisure food industry, employing over 10,000 employees nationwide.

Gome.com: With more than 100 million online registered users and over 3 million individual products Gome.com is one of China's leading online electrical appliance retailers.

This high quality merchant acquisition will expand the range of physical goods available on 99 Wuxian's ICS platform, through the addition of Gome.com's online store onto the 99 Wuxian marketplace.

Since opening its online marketplace in 2012, Gome.com has grown to become a leading supplier of home appliances and consumer electronic products, with a diverse retail offering that encompasses traditional home appliances, 3C digital products, home decorations, books, food and beverages, apparel and makeup products.

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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.