

June 2015 Quarterly Trading Update

Hong Kong, 21 July 2015: 99 Wuxian, (ASX: NNW) (“99 Wuxian” or “the Company”) is pleased to provide a trading update for the June 2015 quarter.

Highlights¹:

- Gross Transaction Value of RMB 2.7 billion, up 58% over the prior corresponding period (“pcp”)
- Total registered user base of 45.6 million, up 47% from 30 June 2014
- 10.8 million transactions on the platform, up 95% over the pcp
- Revenue of RMB 51.2 million, up 27% over the pcp

Key performance metrics (RMB)¹:

(see Appendix A for AUD summary metrics)

Quarterly period ending	June 2014	June 2015	Growth
Total number of transactions	5,507,048	10,760,904	95%
Average Transaction Value	309	249	(19%)
Gross Transaction Value	1,700,166,038	2,682,018,877	58%
Platform revenue	40,414,149	51,191,028	27%

Last 12 months ending	June 2014	June 2015	Growth
Registered users	31,086,568	45,616,919	47%
Total number of transactions	26,635,352	42,610,756	60%
Average Transaction Value	270	238	(12%)
Gross Transaction Value	7,195,999,266	10,125,545,662	41%
Platform revenue	140,097,569	182,201,796	30%

¹ Key performance metrics are based on management accounts that have not been audited or reviewed.

Registered users

Registered users on the platform grew to 45.6 million, up 14.5 million over the last 12 months. This growth reflects the success of joint marketing campaigns conducted with business partners and increasing use of the platform by mobile banking users.

Transactions

The number of transactions on the platform averaged 119,566 per day for the June 2015 quarter, compared with an average of 61,189 for the June 2014 quarter. The 95% increase in the number of transactions has been driven by the growth of the registered user base and increasing levels of user engagement.

Average Transaction Value ("ATV")

The average value of all transactions completed on the platform for the June 2015 quarter was RMB 249, down 19% over the pcp. This result was expected given the proactive strategy of the Company to increase user engagement by growing the number of transactions and GTV generated on the platform through various marketing campaigns, including the use of promotional discounts.

Gross Transaction Value ("GTV") and platform revenue

For the June 2015 quarter, GTV on the platform was RMB 2.7 billion, up 58% over the pcp, with the Company generating RMB 51.2 million in revenue, a 27% increase over the pcp. The increase in GTV and revenue was primarily due to the growth in the size of the registered user base and number of transactions completed through the platform. The growth in platform revenue was impacted by promotional discounts offered during marketing initiatives. The Company continues to pass on a portion of the commission it receives from merchants to consumers in order to drive the growth of the platform.

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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.

Appendix A

Key performance metrics (AUD)¹:

Quarterly period ending	June 2014	June 2015	Growth
Total number of transactions	5,507,048	10,760,904	95%
Average Transaction Value	67	54	(19%)
Gross Transaction Value	371,274,469	585,686,993	58%
Platform revenue	8,825,457	11,178,862	27%

Last 12 months ending	June 2014	June 2015	Growth
Registered users	31,086,568	45,616,919	47%
Total number of transactions	26,635,352	42,610,756	60%
Average Transaction Value	59	52	(12%)
Gross Transaction Value	1,571,429,347	2,211,170,266	41%
Platform revenue	30,593,865	39,788,393	30%

Note: RMB translated into AUD using the spot rate of AUD/RMB 4.5793 as at 18 July 2015.