

iBenefit Gains Momentum, Platform Continues to Grow

Highlights:

- Strategic agreement with Wall Street English on 'iBenefit' Software-as-a-Service employee loyalty platform
- New business partner Zhejiang Rural Credit Cooperatives offers customers 99 Wuxian's value-adding lifestyle applications through its mobile banking platform

Hong Kong, 6 August 2015: 99 Wuxian, (ASX: NNW) ("99 Wuxian" or "the Company") is pleased to provide a business update for the month of July 2015.

Strategic Agreement with Wall Street English: 99 Wuxian has entered into an agreement with Wall Street English, a global leader in English language training services, for the Company's iBenefit platform.

iBenefit is 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.

The contract with Wall Street English follows a successful pre-launch in June 2015 into China's \$A129 billion¹ employee benefits market and the securing of the Company's foundation customer on the iBenefit platform, Qunar, China's leading mobile travel platform. The securing of a second customer onto the iBenefit platform evidences the strong appetite for this unique product.

The contract with Wall Street English will see 99 Wuxian provide tailor-made solutions designed to incentivise employee performance and increase employee retention, as well as strengthen organisational culture and employee engagement. Established in 1972 Wall Street English has taught over 2 million students across 450 centres in 29 countries. The company is owned by UK-based Pearson, the world's largest education company.

New Business Partner - Zhejiang Rural Credit Cooperatives: In July 2015, Zhejiang Rural Credit Cooperatives became a new business partner of 99 Wuxian. Zhejiang Rural Credit Cooperatives is the largest local credit union in China's Zhejiang Province in eastern China.

The contract will see Zhejiang Rural Credit Cooperatives launch various value-added service applications, such as mobile top-up, game recharge and e-coupons through its mobile banking application.

¹ Management estimate of 2017 employee benefit market size.



Since the launch of its mobile banking arm in August 2013, Zhejiang Rural Credit Cooperative has continuously optimised the customer experience by enriching its mobile functionality. The adoption of the 99 Wuxian platform will serve to further enhance the customer experience and deepen customer engagement. Mobile banking has changed the way customers interact with their banks, with continued upgrades to mobile technology continuing to drive China's burgeoning mobile banking user base.

For further information, please contact:

99 Wuxian Limited
Mr Ross Benson
+61 418 254 548

Fowlstone Communications
Mr Geoff Fowlstone
+61 413 746 949

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.