

New commercial partnerships demonstrate continued momentum

Highlights:

- New business partner, Wanlitong Loyalty is the loyalty program of Ping An Insurance Group and is China's largest loyalty point redemption platform with more than 82 million users. New contract with online insurance agent XinYiZhan Insurance Agency to provide incentive cloud services (ICS) platform

Hong Kong, 9 September 2015: 99 Wuxian, (ASX: NNW) ("99 Wuxian" or "the Company") is pleased to provide a business update for the month of August 2015.

New Business Partner - Wanlitong Loyalty: 99 Wuxian has signed a contract with Wanlitong Loyalty Points Platform, the most widely used general loyalty points service platform in China, with 82 million users. The platform, part of the PingAn Insurance Group, which acts as a loyalty point interchange, allows users to keep tabs on their existing member reward points with major loyalty programs, and gives merchants a way to offer coupons to the Wanlitong user base.

Through the Wanlitong Loyalty Points Platform, users can exchange points from major loyalty programs for Wanlitong loyalty points which can be used to access a range of both physical and virtual goods and services across e-commerce platforms and offline merchants. Points can be redeemed for goods and services on the Taobao.com and JD.com online shopping malls; in McDonalds' and Starbucks restaurants; as well as for airline tickets; travel services and other third-party payment systems.

99 Wuxian will provide a recharge service on the platform enabling users to recharge using either rewards points or a combination of rewards points and cash, providing a more flexible and convenient service for Ping An Insurance Group customers and significantly enhancing user satisfaction.

New Business Partner - XinYiZhan Insurance Agency Co Ltd: 99 Wuxian has entered into an alliance with XinYiZhan Insurance Agency Co Ltd ("XinYiZhan"), to provide Incentive Cloud Services to its customers. XinYiZhan operates xyz.cn, a leading online insurance network, which provides SMEs and consumers with professional, efficient and high quality one-stop online insurance services in conjunction with major domestic and foreign insurance companies.

XinYiZhan customers are able to redeem their rewards points online for a range of lifestyle products such as mobile recharge, gas card, vouchers from e-commerce platforms and movie tickets. Following the launch of the customized platform for XinYiZhan, significant enhancements have been achieved in user stickiness while online sales have also increased through real-time rewards point redemption and distribution of virtual goods.

iBenefit upgrade version 1.0: iBenefit, the Company's software-as-a-service employee loyalty management platform, has been upgraded following its pre-launch in May and signing of two foundation customers.

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.

iBenefit 1.0 integrates the employee benefit plan and incentive solution with a new, user-friendly interface. In addition, a new module—"iLike"—has been added to the iBenefit platform to deliver a one-stop service including planning, establishing, operating and managing an employee's incentive solution.

New enhancements which further cultivate employee loyalty are highly sought after by employers seeking to address China's significant employee turnover challenges where over 40 per cent of Chinese employees change jobs every two years.

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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.