



ASX and Media Release

13 January 2016

STRONG GROWTH ACROSS BUSINESS PARTNERS AND DISTRIBUTION CHANNELS

Highlights:

- **Two new contracts signed with the Fujian and Hubei Rural Credit Cooperatives delivering access to an additional customer base of 96.3 million people**
- **Expansion of 99 Wuxian's operations to rural China**
- **Loyalty point redemption platform expands across new and existing business partners**
- **iBenefit continues to build scale with new business partners and suppliers**
- **First travel industry contract signed with Jinjiang International Travel, marking 99 Wuxian's entry into a new market**

99 Wuxian Limited (ASX: NNW) ("99 Wuxian" or "the Company") is pleased to provide a business update for the months of November and December 2015.

New business partners – Fujian & Hubei Rural Credit Cooperatives

99 Wuxian has entered into agreements to provide its mobile marketplace and Incentive Cloud Services ("ICS") platform to the Fujian and Hubei Rural Credit Cooperatives, providing reward point redemption and marketing promotion gift redemption. Each respective business is responsible for the management of rural credit cooperatives in the Fujian and Hubei provinces of China.

The agreements will provide 99 Wuxian with access to an additional potential customer base of 96.3 million people across 154 cooperatives in rural China. The expansion into rural China represents an important stage in the continued growth of 99 Wuxian as the Company continues to build its potential user base and generate broader awareness of the platform.

Expansion of loyalty point redemption platform – Bank of Suzhou

99 Wuxian has expanded its service offering to the Bank of Suzhou to include its loyalty point redemption service. Since November 2015, customers have been able to redeem bank loyalty points through the Bank of Suzhou mobile app.

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The extended service offering has increased user engagement across the bank's 450,000 mobile banking app users and is driving the rapid adoption of mobile banking across its customer base.

The Company's experience with the Bank of Suzhou provides a strong basis for the further expansion of 99 Wuxian's ICS platform to additional bank business partners across China.

iBenefit continues to gain scale

New business partner

99 Wuxian has entered into an agreement with Hankou Bank, the largest commercial bank in Wuhan. Hankou Bank will use 99 Wuxian's cloud-based iBenefit platform to manage its employee incentive program for its more than 4,000 employees.

New supplier agreement

99 Wuxian has partnered with Banyan Tree Holdings Limited ("Banyan Tree"), a leading international hospitality brand that manages and develops premium resorts, hotels and spas. Under the agreement, a premium range of Banyan Tree products, including spa vouchers and skin care products will be made available through 99 Wuxian's employee loyalty management platform, iBenefit.

Expansion of operations to the travel industry

99 Wuxian signed its first travel industry contract with the e-commerce platform of Jinjiang Travel ("Jinjiang"), one of the largest travel agents in China. The Company will provide gas card, game recharges and mobile top-up services to Jinjiang staff and its members through Jinjiang's mobile app.

As one of the largest travel agents in China and one of only three ticket agents to Shanghai Disneyland, the contract with Jinjiang marks 99 Wuxian's entry into a new market beyond the banking and financial industry. 99 Wuxian is also exploring other collaboration opportunities with Jinjiang.

Amalisa Zhang, CEO of 99 Wuxian, commented:

"I am pleased to report that 99 Wuxian has secured a number of new contracts across our mobile marketplace, ICS and iBenefit platforms, and has entered into an exciting new supplier partnership with Banyan Tree. Importantly, 99 Wuxian has expanded into the travel market, marking the Company's diversification beyond its core sector of banking and financials. We are pleased with the progress that the Company has made and look forward to providing further updates to shareholders."

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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.

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