



December 2015 Quarterly Trading Update

Hong Kong, 4 February 2016: 99 Wuxian, (ASX: NNW) (“99 Wuxian” or “the Company”) is pleased to provide a trading update for the December 2015 quarter.

Highlights¹:

- **Gross Transaction Value of RMB 13.6 billion over the last twelve months (“LTM”) , up 66% to 31 December 2015**
- **Total registered user base of 54.5 million, up 34% to 31 December 2015**
- **56.8 million transactions completed on the platform over the LTM, up 71% to 31 December 2015**
- **LTM revenue of RMB 223.7 million, up 36% to 31 December 2015**

Key performance metrics (RMB)¹:

(see Appendix A for AUD summary metrics)

Last 12 months ending	December 2014	December 2015	Growth
Registered users	40,790,721	54,514,538	34%
Total number of transactions	33,307,476	56,823,020	71%
Average Transaction Value	246	239	(3%)
Gross Transaction Value	8,189,624,814	13,598,533,719	66%
Platform Revenue	164,245,652	223,726,089	36%

Quarterly period ending	December 2014	December 2015	Growth
Total number of transactions	13,181,404	21,694,327	65%
Average Transaction Value	226	212	(6%)
Gross Transaction Value	2,984,314,180	4,607,932,464	54%
Platform revenue	54,320,057	98,243,362	81%

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



Registered users

99 Wuxian's registered user base reached 54.5 million in the December quarter, growing by 13.7 million since 31 December 2014. The growth in registered users reflects the continued success of 99 Wuxian's joint marketing campaigns with its business partners, increasing penetration rates among mobile banking users and the expansion of the platform through the addition of new business partners and distribution channels.

Transactions

During the quarter, a record number of 21.7 million transactions were completed through the platform. On an LTM basis, 56.8 million transactions were completed through the platform an increase of 71% over the twelve months to 31 December 2015. The increase in transaction volume 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 quarter was RMB 212, down 6% over the prior corresponding period ("pcp"). Over the last twelve months, ATV has declined 3% from RMB 246 to RMB 239. The movement in ATV is the result of changes in user behaviour and a proactive strategy to increase user engagement on the platform through marketing initiatives including the use of promotional discounts.

Gross Transaction Value ("GTV") and platform revenue

99 Wuxian generated record GTV of RMB 4.6 billion for the quarter, up 54% over the pcp. On an LTM basis, GTV totalled RMB 13.6 billion, representing a 66% increase over the twelve months to 31 December 2015. The growing number of registered users, transaction volumes and transaction values all combined to deliver the record result.

For the fourth quarter, 99 Wuxian reported revenue of RMB 98.2 million, an 81% increase from the same period in 2014. On an LTM basis, 99 Wuxian reported revenue of RMB 223.7 million, up 36% over the twelve months to 31 December 2015.

The strong revenue performance during the quarter was driven by 99 Wuxian's pro-active user acquisition and engagement strategy, in particular with insurance sector partners. The Company actively manages its acquisition and engagement strategy and will continue to review, consider and implement appropriate strategies to drive the future 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:

Last 12 months ending	December 2014	December 2015	Growth
Registered users	40,790,721	54,514,538	34%
Total number of transactions	33,307,476	56,823,020	71%
Average Transaction Value	53	51	(3%)
Gross Transaction Value	1,760,263,259	2,922,844,432	66%
Platform revenue	35,302,666	48,087,284	36%

Quarterly period ending	December 2014	December 2015	Growth
Total number of transactions	13,181,404	21,694,327	65%
Average Transaction Value	49	46	(6%)
Gross Transaction Value	641,443,134	990,420,734	54%
Platform revenue	11,675,456	21,116,252	81%

Note: RMB translated into AUD using the spot rate of AUD/RMB 4.6525 as at 1 February 2016.