



SmartTrans Holdings Limited

ASX: SMA

An Australian based
Technology Solutions Company

Corporate Structure:

Shares on issue: 2206 M
Unlisted Options: 166 M
Market Cap: \$AUD 82 M
52 week high: 3.9 cents
52 week low: 0.9 cents

Directors:

Dr. Geoff Raby
Non-Executive Chairman

Mr Bryan Carr
CEO & Managing Director

Mr Andrew Forsyth
Non-Executive Director

Mr Yui (Ian) Tang
Non-Executive Director

Mr Greg Simpson
Non-Executive Director

Mr Ian Hawkins
Executive Director

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[www.twitter.com/SmartTrans_SMA](https://twitter.com/SmartTrans_SMA)

SmartTrans expands billing service into Liaoning Province with China Telecom

- Direct Carrier Subscription billing commenced & generating revenue in Liaoning
- Liaoning Province has over 43 million mobile phone subscribers¹
- SmartPay platform now covers seven major provinces in China through China Mobile and China Telecom partnerships
- Company working closely with both telcos to strategically fast track further roll outs into additional major provinces
- SmartTrans now has billing reach to a potential 460 million mobile phone users¹
- Record revenue of \$2.27 million in Q1 FY2016 gives financial flexibility to significantly scale up SmartPay

21 October 2015: SmartTrans Holdings Limited (ASX: SMA) (SmartTrans or Company) is pleased to announce that the Company has recently expanded its Direct Carrier Subscription billing service into Liaoning Province in China through an agreement with China Telecom. This latest province now gives SMA billing and marketing reach to a potential 460 million mobile phone users across seven provinces in China.

Liaoning Province is the largest by population in Northeast China and, with the high income demographic of the cities of Dalian and Shenyang², is a perfect fit for SMA and the large range of Apps and content available via SmartPay that are designed to suit this market.

SmartTrans has been strategically expanding its Direct Carrier Subscription billing service into targeted provinces in China through the agreements it has in place with both China Mobile and China Telecom. The Company is now actively negotiating with both to fast track the roll out of the service into additional major provinces, and ultimately intends to offer the service across the entire country.

The Company attributes the Direct Carrier Subscription service, with its associated strong customer retention rates of circa 80%, to much of the revenue growth it has achieved over the last twelve months. SmartTrans recently announced that the Company had booked record revenue of \$2.27 million for Q1 FY2016 from its China operations, with over \$1 million of earnings in the month of September alone.

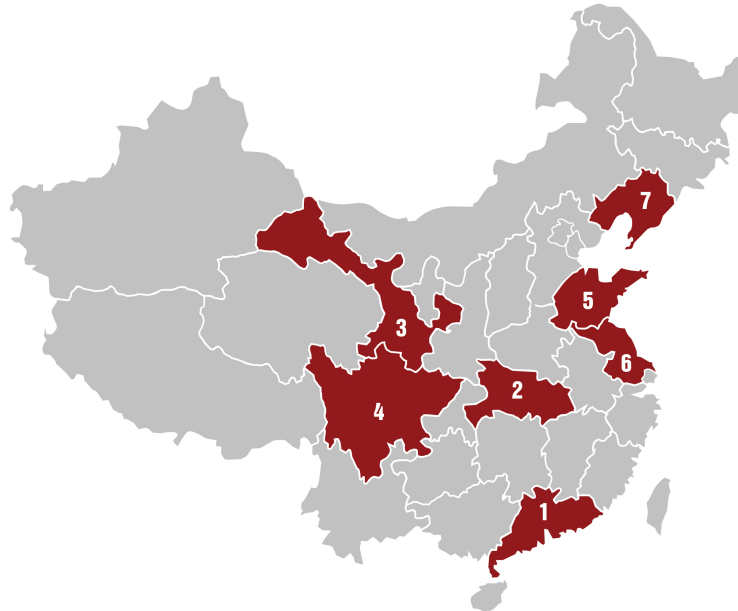
Commenting on the Liaoning roll out, SmartTrans Managing Director, Bryan Carr, stated: "This latest expansion of SMA's Direct Carrier billing service into Liaoning is a reflection of our strategy to gradually scale this service up by targeting major provinces in China, with the longer term goal being to cover the entire country."

"Building on the success and performance of SmartPay, we are now working closely with both China Mobile and China Telecom with a view to fast tracking further expansion of the Direct Carrier billing service into additional major provinces in the near term."

"Having just achieved a record quarter of revenue in September, as recently communicated to shareholders, we now feel that we have the financial flexibility to significantly scale up SmartPay through geographical expansion combined with strategic marketing in order to maintain this growth trajectory."

Mr Carr added that he looked forward to further updating shareholders on the Company's financial results, operational initiatives and outlook for the business in the upcoming quarterly report towards the end of October.

Provinces in China covered by the SmartTrans' SmartPay platform



	Province	*Population	**Cell phone Users #
1	Guangdong	107,240,000	139,350,000
2	Hubei	57,260,000	43,519,000
3	Gansu	25,849,800	18,917,000
4	Sichuan	81,070,000	59,322,000
5	Shandong	95,800,000	78,252,000
6	Jiangsu	79,394,900	77,614,000
7	Liaoning	42,030,000	43,040,000
	TOTAL	488,644,700	460,014,000

Table showing population & number of mobile phone users by province¹

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1. Source: www.tieba.baidu.com/p/2537083595 2. Source: www.statista.com

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About SmartTrans

SmartTrans Holdings Limited (ASX: SMA) is a leading Australian technology and software provider that has developed a mobile and online billing and payment platform for the China market. The company has agreements in place with China Mobile, China Unicom, China Telecom, UnionPay and Alipay. With the growing use of the smartphone as a billing device in China, the company is experiencing significant uptake of its technology in that market. SmartTrans has also developed cutting-edge proprietary logistics software which is used by some of Australia's leading blue-chip organisations who have long term contracts in place with the company. SmartTrans is assessing growth opportunities for its logistic offering in China to complement its mobile and online payments platform.