

99 Wuxian continues to expand its platform and attract new high quality business partners and merchants

Highlights:

- 99 Wuxian to distribute online-to-offline (“O2O”) electronic coupons on its platform for Yum! Brands restaurants in China including KFC and Pizza Hut
- 99 Wuxian successfully expands its platform into the funds management industry by adding Da Cheng Fund Management Company as a business partner
- iBenefit platform continues to grow, signing agreements with two new clients - China Star Corporation and Formax JRQ

Hong Kong, 7 October 2015: 99 Wuxian (ASX: NNW) is pleased to provide a business update for the month of September 2015.

New merchants: 99 Wuxian has signed an agreement with the Chinese subsidiary of New York Stock Exchange listed Yum! Brands Inc (“Yum! Brands”), one of the world’s largest restaurant companies which owns and franchises brands that include KFC, Pizza Hut and Taco Bell worldwide.

Under the agreement, 99 Wuxian will distribute Yum! Brands’ O2O electronic coupon – the “Yum!” Card – through the 99 Wuxian platform. The Yum! Card which is purchased online can be redeemed by customers at over 6,800 Yum! Brands restaurants across more than 1,000 cities in China. In addition, as part of the agreement, 99 Wuxian and Yum! Brands will jointly run Yum! Brands’ Tmall store, while 99 Wuxian’s corporate customers will also enjoy special offers and discounts at Yum! Brands restaurants.

The agreement with Yum! Brands expands the range of goods offered through 99 Wuxian’s platform, giving customers a greater choice of products and driving customer satisfaction and engagement.

New business partner & distribution channel: 99 Wuxian has signed its first partnership in the funds management industry, adding Da Cheng Fund Management Company Limited (“Da Cheng”) as a business partner to its platform. The agreement represents a new channel to market with leading funds management companies and demonstrates 99 Wuxian’s ability to successfully continue to develop its platform.

Da Cheng is one of China’s top ten fund managers with assets under management of approximately RMB289.1 billion¹ (AUD 64.4 billion)².

During the month of September, 99 Wuxian undertook a customer rewards marketing campaign for Da Cheng through which 99 Wuxian’s platform enabled the real-time

¹ Asia Asset Management report, July 2014.

² RMB translated into AUD at the spot rate of AUD/RMB 4.48862 as at 5 October 2015.

distribution of JD.com e-cards by Da Cheng to its customers. The marketing campaign was conducted via a mobile game run through Da Cheng's official WeChat account (China's equivalent of the popular WhatsApp mobile application).

iBenefit: 99 Wuxian's software-as-a-service employee loyalty management platform, iBenefit, continues to exhibit strong growth, with the platform being utilised by another two leading Chinese corporations, China Star Corporation and Formax JRQ.

China Star is a one of the oldest and largest human resources outsourcing companies in China. 99 Wuxian's strategic cooperation agreement with China Star will result in iBenefit being offered by China Star to its 1,000 clients and their employees across mainland China.

Formax JRQ operates a one-stop investment platform (www.jrq.com) which is designed to satisfy investor demand for share, fund, forex and commodities trading; peer-to-peer lending; and other investment products.

iBenefit enables companies to manage their employee benefit, incentive and loyalty programs and is designed to incentivise performance and increase employee retention. The platform enables companies to take an integrated approach to human resource benefits management, delivering cost and service efficiencies.

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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.