



ASX and Media Release

2 February 2016

STRONG MOMENTUM IN MARKETING PROMOTION AND NEW STRATEGIC PARTNER FOR iBENEFIT

Highlights:

- **New contract with the world's largest bank, ICBC for 2016 marketing campaign**
- **Strategic partnership with SIM Technology to implement employee benefit management programs.**

99 Wuxian Limited (ASX: NNW) ("99 Wuxian" or "the Company") is pleased to provide a business update for the month of January 2016.

New contract with ICBC

99 Wuxian has commenced work on a new marketing campaign for long-term client, Industrial and Commercial Bank of China ("ICBC"), the world's largest bank. The marketing campaign, for ICBC's mobile banking arm, runs from 18 January to 28 February 2016 has already delivered strong results including:

- 200,000 visits to the site in 1 minute
- Over 40,000 orders within 3 minutes

The marketing campaign has been carried out across various channels including the ICBC website, its mobile banking page, and e-banking log-in page, as well as social media such as wechat and weibo. With its overseas network in 41 countries and spanning six continents, ICBC has become one of the largest listed banks in the world with over 0.46 million employees (up till end of June 2015), servicing 5,090 thousand corporate customers and 465 million private clients. As a long-term partner, 99 Wuxian will be supporting ICBC's 2016 marketing plan, to boost its user numbers and improve engagement through value-added services and online-to-offline ("O2O") promotional services.

New strategic partner - SIM Technology

99 Wuxian has entered into a strategic partnership with leading mobile handset and wireless communication developer with over 3,000 employees all over the country, SIM Technology (stock code: 2000.HK). The strategic partnership is with the cloud based vending machine division of SIM Technology which will implement employee loyalty management programs for clients. Through the nationwide network of vending machines in office buildings, factories, shopping malls etc, iBenefit will support employee benefit programs and related marketing promotions in terms of employee incentive point redemption. This partnership enhances the appeal of iBenefit as a one-stop solution for medium

99 Wuxian Limited

Australian Registered Body Number 164 764 729
27/F, Alexandra House 18 Chater Road, Central Hong Kong
www.99wuxian.com



and large enterprises. With the enhanced flexibility that the SIM Technology partnership provides, iBenefit enables companies to incentivise employee performance, increase employee retention and deliver cost efficiencies.

Ms Amalisia Zhang, CEO of 99 Wuxian said: “We are pleased to report on a positive start to 2016; our iBenefit platform continues to gain traction in the market and the partnership with SIM Technology delivers some compelling enhancements to our offering.

“We have already seen a very successful start to the partnership with ICBC, and we look forward to supporting the execution of the 2016 marketing plan. The business continues to make progress against our stated strategy, and we are pleased to continue to be selected by some of China’s leading companies.”

For further information, please contact:

99 Wuxian Limited

Mr Ross Benson

+61 418 254 548

Fowlstone Communications

Mr Geoff Fowlstone

+61 413 746 949

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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