



ASX and Media Release

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99 WUXIAN'S iBENEFIT PLATFORM BUILDS SIGNIFICANT MOMENTUM; JOINT CLIENT MARKETING INITIATIVES DELIVER STRONG OUTCOMES

Highlights:

- **iBenefit platform successfully deployed into new industry sectors: HuaZhu Hotel Group and Car Inc sign up as partners**
- **Highly successful marketing campaign to improve customer engagement for Zhejiang Rural Credit Cooperative – more than 150,000 customers already responding**
- **Incentive Cloud Service (ICS) gains deeper penetration into Insurance sector, contract secured with China United Insurance**
- **In February and March, iBenefit secured 4 direct brand partnerships and 17 brand partnerships through agents**

99 Wuxian Limited (ASX: NNW) (“99 Wuxian” or “the Company”) is pleased to provide a business update for the months of February and March 2016. The Company has secured a number of new clients during the period, as well as extending its relationship with existing clients.

Zhejiang Rural Credit Cooperatives: 99 Wuxian has achieved impressive results in a joint marketing campaign with Zhejiang Rural Credit Cooperatives to boost customer engagement using mobile top-up discounts. The campaign, which targeted inactive accounts through a combination of in-branch and SMS promotion, has seen more than 150,000 customers participate in the first month.

The strong results from the marketing campaign build on the strong enhancements to the customer experience and deepened customer engagement Zhejiang Rural Credit Cooperatives has experienced since joining the 99 Wuxian platform in August 2015.

China United Insurance: 99 Wuxian’s strong foothold in the insurance sector was further enhanced by the award of a contract by China United Insurance to establish its loyalty program using 99 Wuxian’s Incentive Cloud Service (ICS). Through China United Insurance’s Wechat account, ICS will provide virtual coupons for lifestyle services to the company’s customers.

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Founded in July, 1986, China United Insurance operates across property insurance, life insurance, e-commerce platform and asset management.

HuaZhu Hotel Group (formerly “HanTing”): 99 Wuxian’s advanced cloud-based mobile employee loyalty and rewards solution, iBenefit platform has been selected by leading Chinese hotel group HuaZhu (, NASDAQ: HTHT). Through iBenefit, employees of HuaZhu will have access to unique health care services including standardised physical health checks and a follow-up disease tracking service.

iBenefit provides HuaZhu with a flexible, software-as-a-service tool to manage its comprehensive range of employee benefits and incentives, bringing important employee retention benefits. The contract also demonstrates the diverse range of applications for 99 Wuxian’s iBenefit platform.

CAR Inc.: iBenefit has entered into a partnership with CAR Inc., China’s leading auto rental service. This partnership expands iBenefit’s employee offering into the new area of mobility solutions, allowing employees to pay for their car service through incentive points or corporate benefit points. 99 Wuxian will soon be launching a feature that enables employees to make a booking with CAR Inc. directly from the iBenefit platform.

Established in September 2007, CAR Inc. (699.HK) operates 726 service locations in 70 major cities and most major airports across China.

Amalisa Zhang, CEO of 99 Wuxian, said: “The significant potential of our iBenefit platform is now clearly being demonstrated through our penetration into new industry sectors. We are also pleased to see the continued success of our joint marketing efforts with clients delivering solid business outcomes for them.”

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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.