



17 February 2012

## ASX ANNOUNCEMENT

### SmartTrans & Zhenya Tsvetnenko launch in China

SmartTrans has entered into an agreement with internet entrepreneur Zhenya Tsvetnenko's group of companies to establish a company in Hong Kong which will be owned equally and which will provide Internet and Mobile Telephone software services to consumers in the People's Republic of China.

As a result, SmartTrans is very pleased to announce that its ***www.MyLifeOnline.cn*** website is now operational and available to all Internet and mobile telephone users in China. The web portal, with integrated payment services, allows consumers to pay for applications, content and services and to purchase and receive lottery tickets using the V1 mobile telephone lottery application.

Users of the ***MyLifeOnline*** services and mobile lottery can pay for their purchases directly on their mobile telephone or over the internet via SmartTrans' billing platform and its direct billing arrangements with China Mobile's CMPay and China Unionpay.

SmartTrans' billing platform allows China Mobile telephone users to buy products and services on their mobile telephones and over the internet and to pay via their China Mobile CMPay account.

The billing platform also allows customers of all telecommunication providers in China to pay direct from their Chinese bank account.

Under the arrangement, Mr Tsvetnenko will provide his innovative internet marketing techniques and industry experience to maximise take up of the MyLifeOnline product by Chinese internet and mobile telephone users.

The two parties are launching a sophisticated internet marketing campaign designed to maximise take up by mobile telephone and Internet users in China of the ***MyLifeOnline*** suite of software and content and the V1 mobile telephone lottery application.

Mr Tsvetnenko (<http://about.me/zhenyatsvetnenko>) pioneered advertising on the Google content network on which he reportedly built a campaign delivering 22 billion views of advertisements (<http://au.linkedin.com/in/zhenyatsvetnenko>) and which he advises delivered 8,500,000 subscribers world-wide for premium mobile services.

---

For further information contact:

Bryan Carr  
Director  
SmartTrans

Australia 0412 111 968

China +86 138 1188 8401

**Beijing**  
6th Floor, West Tower,  
Prosper Center  
5 Guanghua Road  
BEIJING CBD, 100022  
Ph: +86 (010) 8573 1101

**Melbourne**  
Level 7  
11 Queens Road  
MELBOURNE  
VIC 3004  
Ph: (03) 9866 7333

**Sydney**  
G.05  
55 Miller St  
PYRMONT  
NSW 2009  
Ph: (02) 9660 4564

**Perth**  
Suite 3, Level 1  
614 Newcastle Street  
LEEDERVILLE  
WA 6007  
Ph: (08) 9228 1199