



SmartTrans signs agreements for its mobile billing to be integrated into apps with four Chinese smartphone game developers

- Games in the form of smartphone Apps developed for large Chinese consumer market
- Game developers well regarded in Chinese market with strong uptake from local consumers
- SMA already generating revenue from game sales and also embedded payment platform
- Mobile gaming market in China anticipated to reach \$100 billion by 2017ⁱ
- SMA well placed to benefit from growing smartphone game market with 500 millionⁱⁱ smartphone users in China

22 September 2014: Mobile/online payments platform and logistics software provider **SmartTrans Holdings Limited (ASX: SMA)** ('SmartTrans' 'the Company') is pleased to announce that it has signed agreements for its mobile billing to be integrated into apps with four Chinese smartphone game developers. These apps are to be marketed to Chinese consumers and SmartTrans will collect payment via its mobile billing platform.

The Company now has agreements in place for it to bill within the Apps of well-regarded local mobile game (App) developers Shenzhen Zhimengxing Technology, Shenzhen Woxiang Technology, Guangzhou Yingjian Technology and Zhangyu Shijia and to market their games to consumers in China.

Under the terms of the agreements, SmartTrans has embedded the billing platform into the respective Apps so Chinese consumers can readily purchase these games through their smartphones. SmartTrans earns a percentage of the transaction fee. SmartTrans also has agreements to market these game Apps directly to Chinese consumers through social media channels with revenue earned via a percentage of each sale.

These new agreements are further evidence of the revenue streams SmartTrans can generate from third parties wishing to access the Company's online and mobile payments platform, and the direct-to-phone billing agreements it now has with all major telcos in China, where smartphone users now number some 500 million².

The mobile games market in China is anticipated to grow to over \$100 billion by 2017¹. SmartTrans has been focusing on this market here as key revenue and growth driver, and with these new partnerships the Company is well positioned to leverage the opportunity.

SmartTrans Managing Director Bryan Carr commented: "These are pleasing alliances for SmartTrans, as we see this as a sign of confidence in our technology and established presence in the China market. These agreements are already generating revenue and the early signs are encouraging. Smartphone games in the form of Apps are a huge market with local Chinese content developers proving very popular with local consumers."

"SmartTrans has a unique advantage in this market with existing partnerships and agreements, especially our billing platform. We have significant reach to consumers in China via our established agreements with China Mobile, China Unicom and China Telecom, we now have the ability to market to almost 1.3 billion mobile subscribers³."

"We are now examining opportunities to market mobile games from China to the global market by having our payments platform embedded into apps and mobile phones manufactured in China. We are also assessing further opportunities with additional third parties wanting to access the China market through the use of our billing platform and we look forward to updating shareholders in the near future on these developments."

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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 CMPay, 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.

ⁱSource - <http://www.newzoo.com/insights/global-games-market-will-reach-102-9-billion-2017-2/>

²Source - <http://blogs.wsj.com/digits/2014/08/07/chinese-tech-giants-drive-boom-in-mobile-games/> ³Source - <http://www.chinamobileltd.com>, <http://www.chinaunicom.com>, <http://www.chinatelecom.com.cn>

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