SmartTrans to work with China's oldest existing and first online newspaper – Ta Kung Pao

- **SmartTrans to work with Ta Kung Pao to distribute online news in China**
- **Agreements with telcos give SmartTrans and Ta Kung Pao reach to an audience of 1.26 billion[1]**
- **SmartTrans aiming to establish channels to distribute Ta Kung Pao online content globally**
- **Company well placed to accelerate growth of online payments platform**

3 November 2014: Mobile and online payments platform and logistics software provider **SmartTrans Holdings Limited (ASX: SMA) ('SmartTrans' or 'the Company')** is pleased to confirm that it has signed an MOU with China's oldest existing and also first online newspaper, Ta Kung Pao (www.takungpao.com).

Under the terms of the non-binding MOU, Ta Kung Pao and SmartTrans have agreed to work together on distributing and promoting Ta Kung Pao news and content across China, in Australia and globally through the SmartTrans online platform to reach a wider audience.

The Ta Kung Pao group have chosen to work with SmartTrans for the distribution of its content to consumers in China providing access to all three major telecommunications operators there - China Mobile, China Unicom and China Telecom – providing reach to the 1.26 billion[1] subscribers that these companies collectively have.

Ta Kung Pao is the oldest active Chinese language newspaper in China, originally founded in 1902 and now headquartered in Hong Kong. It is one of the most influential and esteemed newspapers in China, and is also the most widely read Chinese language newspaper outside the country. [2]

Ta Kung Pao was the first Chinese newspaper to launch an online version, Da Gong Wang (大公网), in 1995.[2]

SmartTrans Managing Director Bryan Carr commented: "This is a pleasing partnership for SmartTrans, as Ta Kung Pao is not only the oldest active newspaper in China, but also one of the most influential and widely respected here."

"The decision by Ta Kung Pao to partner with SmartTrans to distribute its content online is a sign of trust in our credibility and technology, as well as the position in the marketplace which we have worked very hard to establish."

"This agreement also leaves us well placed in negotiating additional agreements and ventures with third parties who wish to use our unrivalled access in China to access this dynamic and growing market. We are currently pursuing a number of new contracts and agreements and look forward to communicating our progress to shareholders in the months to come."

"SmartTrans is now well positioned to secure and further grow its revenue streams in China by accelerating the development and uptake of our mobile payments platform. The mobile payments industry here had a staggering turnover of $1.59 trillion in 2013[3], so this is a very lucrative space to be in."

-ENDS-

Further information please contact:	About SmartTrans
Bryan Carr **Managing Director** **AUST: +61 412 111 968** **CHINA: +86 138 1188 8401** **Media inquiries to: Ben Jarvis,** **Six Degrees Investor Relations 0413 150 448**	*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 & 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.*

1. Source: www.chinamobileltd.com, www.chinaunicom.com, www.chinatelecom.com.cn, 2. Source: http://takungpao.com
3. Source: http://technode.com/2014/02/17/chinas-mobile-payment-turnover-soared-317-yoy-to-1-59-trillion-dollars-in-2013-pboc/

Melbourne	Sydney	Beijing
Level 1	Suite 37	101, Building 22,
10 Queens Road	401 Pacific Highway	Courtyard 4 Gongti Bei Lu
MELBOURNE	ARTARMON	Chaoyang District
VIC 3004	NSW 2064	BEIJING CBD, 100027
Ph: (03) 9866 7333	Ph: (02) 9660 4564	Ph: +86 (10) 6500 0910