



SmartTrans signs agreements with two more Chinese mobile game developers to strengthen growing revenue base

- Mobile billing agreements secured with two more Chinese mobile game developers
- \$220,000 of net royalty revenue generated from mobile billing agreements since September
- Mobile and smartphone games market is anticipated to be worth \$100 billion annually by 2017¹
- Company focusing on revenue growth from game and content sales with embedded billing platform
- SMA pursuing additional third party agreements with companies wanting to use payments platform

12 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 secured agreements with two additional Chinese smartphone game developers to have SmartTrans' proprietary billing platform embedded into their apps.

As reported to shareholders on 22 September 2014, SmartTrans secured agreements in China with four well-regarded smartphone game developers to promote and sell their games and bill within their apps. Since this time, the company is pleased to report that it has already booked \$220,000 of net royalty revenue, after deduction of amounts payable to the telco and content providers, for the billing of games and content in China.

The Company earns revenue by processing the payment through its embedded billing platform and receives payment collected by its telco partners. This revenue stream is generally recurrent, as many 'gamers' often upgrade their existing app functionality or pay for additional content.

The addition of two more game developers, along with the growing portfolio of mobile game apps with integrated billing from existing partnerships, will strengthen the Company's position in the marketplace and further enhance its revenue streams.

SmartTrans has enviable market reach to consumers in China through the direct-to-phone billing arrangements it has in place with the three major telcos here – China Mobile, China Unicom and China Telecom – who report that they collectively have some 1.3 billion mobile subscribers².

SmartTrans is focusing on the mobile games industry in China as a key revenue driver. While in the very early stages of market penetration for SmartTrans, the mobile and smartphone games market is anticipated to be worth \$100 billion annually by 2017¹. The Company is confident that through its mobile billing platform and its growing presence in the smartphone games market the company can continue to strengthen its revenue base through increased processing of micro payments.

SmartTrans Managing Director Bryan Carr commented: "These new agreements demonstrate that Chinese mobile game developers recognise the benefit of our payments platform and can see the benefits of our marketing and distribution channels through our payment partners."

"We have already generated \$220,000 of revenue from royalty and transaction fees and we expect this number to grow as we bring on new mobile game and content partners and benefit from repeat consumer purchases. We are continuing to pursue other agreements in the mobile games market and we are aggressively pursuing these opportunities."

- ENDS -

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

2. Source: www.chinamobileltd.com, www.chinaunicom.com, www.chinatelecom.com.cn

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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 m and online payments platform.

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