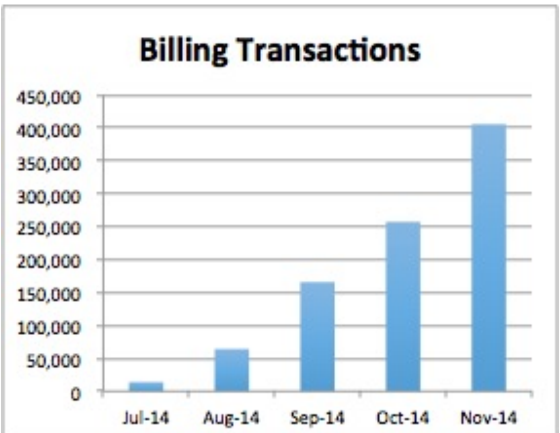
SmartTrans revenue grows with 405,640 mobile payment transactions in November

- **Month-on-month growth in biller numbers accelerating - 405,640 unique payments in November alone**
- **Revenue from transaction fees for November of $180,000**
- **SmartTrans' platform transacts 1 million customer payments so far in FY 2015**
- **Increased third-party product uptake driving growth in SmartTrans' transaction revenue**
- **Retention rates strong – indicates a stable and recurring revenue source**
- **Growing number of active billers creating a valuable and saleable consumer database**

10 December 2014: Mobile and online payments platform and logistics software provider **SmartTrans Holdings Limited (ASX: SMA) ('SmartTrans' or 'the Company')** is pleased to report that its mobile payments business in China has reached a key milestone with 1 million mobile billing transactions processed in FY 2015. The number of billing transactions showed strength with 405,640 transactions processed in November alone. Over 200,000 of these transactions came from new Chinese consumers on the platform.

SmartTrans earns a percentage of each transaction fee which equates to almost $180,000 of revenue to SmartTrans in November, up from $120,000 in October. As the company secures more third party billing arrangements, it expects its revenue from transaction fees to grow.

SmartTrans has recently implemented a strategy to fast-track revenue growth from its mobile billing platform business in China, leveraging off the direct-to-phone billing agreements it has in place with the three major telcos – China Mobile, China Unicom and China Telecom – who report that they collectively have some 1.3 billion mobile subscribers[1].



Active user billings by SmartTrans in China to the end of November 2015

SmartTrans has secured additional agreements for billing for third-party products in recent months driving the accelerated growth in transaction fees in November. The payments platform is delivering significant month-on-month growth in active users billed – the November figure represents a 58% increase on October. The table above reflects the recent rapid growth in the number of billing transactions in FY2015.

SmartTrans is witnessing more recurring transactions and a high retention rate of users, which is leading to more stable, predictable and recurring revenue streams. SmartTrans is very encouraged by the fact that the database of active billers it is building has become a very valuable asset in its own right with the company examining revenue-generating opportunities for this database.

Melbourne
Level 1
10 Queens Road
MELBOURNE
VIC 3004
Ph: (03) 9866 7333

Sydney
Suite 37
401 Pacific Highway
ARTARMON
NSW 2064
Ph: (02) 9660 4564

Beijing
101, Building 22,
Courtyard 4 Gongti Bei Lu
Chaoyang District
BEIJING CBD, 100027
Ph: +86 (10) 6500 0910

SmartTrans Managing Director Bryan Carr commented: "The recent growth in consumer transactions through SmartTrans' payments platform is a clear indication that our platform is delivering strong and growing revenue streams and that the SmartTrans platform can provide third parties billing access to a very wide pool of Chinese consumers – all of which can be billed via the multiple billing agreements we have integrated into one platform.

"The growth in transaction numbers and new users in the last two months has been driven by more Chinese consumers purchasing a range of online content through their mobile phone accounts. We believe that making more online content available to these customers from additional third party providers will lead to continued growth in SmartTrans' revenue. The rapid acceleration in the number of recurring transactions, or subscription billing payments, is very compelling.

"We are also very encouraged by the future prospects for our database of active billers which has emerged as a valuable asset. We believe the consumer reach we are building in China represents an excellent marketing tool that will appeal to a wide range of potential marketers across multiple sectors. We look forward to updating shareholders in this regard, and reporting on new third party billing agreements."

- ENDS –

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

<u>**Further information please contact:**</u>	**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:** **+61 413 150 448**	*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 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.*

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