



SmartPay platform generates record revenue of \$260,000 in February

- Record monthly revenue achieved against a forecast of \$201,000
- Growth achieved despite a forecast Chinese New Year seasonal lull
- About 70% of record monthly revenue is recurring and without further cost
- \$1.14 million of revenue generated YTD from SmartPay with \$705,000 in the last three months
- SmartPay revenue becoming more profitable - customer acquisition costs below forecast by almost 20%
- Eighth consecutive month of growth for SmartPay platform in China
- Range of online and smartphone content purchased by consumers is becoming broader

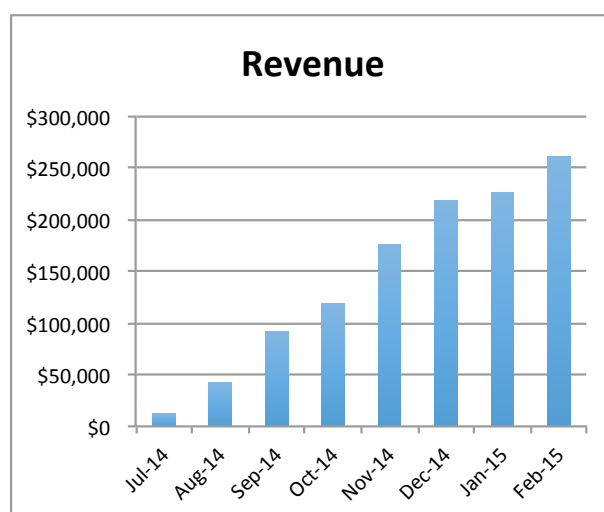
17 March 2015: Mobile and online payments platform and logistics software provider **SmartTrans Holdings Limited (ASX: SMA)** ('SmartTrans' or 'the Company') is pleased to report record revenue of approximately \$260,000 in February against a budget of \$201,000 from the SmartPay payments platform in China.

This represents the eighth consecutive month of revenue growth for SmartTrans in China and what is particularly encouraging is that the result was achieved during Chinese New Year which is traditionally a quieter period for economic activity in China. It brings the Company's year to date revenue generated through the SmartPay platform to approximately \$1.14 million with \$705,000 earned in the last three months.

Encouragingly, approximately 70% of this revenue is recurring which demonstrates that Chinese consumers are starting to embrace subscription (repeat) billing whereby the content being purchased through their smartphones is being automatically renewed each month. As such, meaningful passive income streams are now being generated by SmartTrans in China and there are no further costs associated with maintaining this revenue stream.

With the addition of SmartTrans' recently announced new Direct Carrier billing with China Mobile enabling App and content providers to sell their products to mobile phone users in China, the company is optimistic about continuing to grow its billing platform user base.

SmartTrans is also pleased to confirm that the type of content being purchased by Chinese consumers continues to broaden and including media and movies content, and lifestyle and smartphone games Apps. The company expects purchasing of goods and services through smartphones to continue to grow in China.



Revenue from SmartTrans' operations in China to the end of February 2015

SmartTrans is also pleased to report that its customer acquisition costs for its China operations are almost 20% less than forecast as the company continues to optimise and refine its customer acquisition strategy.

SmartTrans Managing Director, Bryan Carr, commented: "February's record SmartPay revenue is an exceptionally pleasing result, a strong endorsement of our strategy and further validation of the SmartPay platform. In less than eight months, we have built a business where monthly revenue has increased more than tenfold. What should not be undervalued is the large percentage of monthly recurring revenue which comes at no further cost to the company.

"We are building on the existing agreements we have with third-party content providers in China and we expect to see increased uptake of the SmartPay platform by many more, which will further enhance and grow sources of revenue for the Company.

"We are also focused on reducing our cost to acquire and bill new customers in China and the fact that our expenses are 20% lower than forecast is a great result which will lead to increased overall profitability from SmartPay.

"Our focus remains on top line growth and building a sustainable revenue base which is both recurring and diverse in nature. As such, we are investing in attracting new third parties to use SmartPay, as well as locking in new content marketing and distribution agreements for third parties who wish to market their content to a much larger Chinese consumer base. The recent agreement with China Mobile in Guangdong Province is evidence of this.

"Whilst the growth and development of the China business is our priority with new agreements pending, we also expect to shortly announce new developments with our logistics software business. Our growing revenue streams and reduced costs clearly demonstrate where we are heading as a business."

– ENDS –

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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.



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