



SmartTrans commences new subscription billing with China Telecom in Hubei Province – already generating revenue

- Direct Carrier Subscription Billing with China Telecom commences in Hubei Province – population 58 million¹
- New China Telecom billing deal addition to established billing model with China Mobile
- Expansion of billing with China Telecom provides access to customer base with highest customer penetration for 3G/4G services in China²
- Adds to growing range of apps & content being provided to increasing number of mobile users in China
- Provides SmartTrans with an additional stream of passive and recurring revenue
- SmartTrans working closely with China Telecom towards further roll outs in more provinces

26 May 2015: Mobile and online payments platform and logistics software provider **SmartTrans Holdings Limited (ASX: SMA)** ('SmartTrans' or 'the Company') is pleased to announce that the Company has commenced a new Direct Carrier subscription billing service with China Telecom in the province of Hubei, with revenue generation already underway.

The expansion of the subscription-billing model into this new region will deliver a further monthly recurring revenue stream for SmartTrans, adding to the existing subscription billing and growing in-App revenue being produced by third parties already using the Company's proprietary SmartPay platform.

Adding new subscription billing services with China Telecom will also provide access to a potential customer base of 190 million users, of which 64% are using 3G/4G mobile data connections². This is the highest customer penetration for 3G/4G services in China², making its customers a particularly good fit for high-end and data-rich smartphone content.

SmartTrans Managing Director Mr Bryan Carr stated: "This agreement with China Telecom for a new subscription-based billing service is in addition to our established billing with China Mobile and gives SmartTrans access to a new and attractive user base. It provides the ability to bill users monthly and delivers access to a demographic of smartphone users connected to China Telecom's high-speed mobile network, typically leading to increased usage and expenditure, which is exactly what we are after."

The Company continues to negotiate with a number of third parties wishing to use its SmartPay platform to access and bill mobile users in China through the Company's arrangements for billing via China Mobile, China Telecom and its other major billing partners here.

"We will maintain our focus on the growth of our mobile billing and securing additional third-party billing agreements with app developers and content providers to continue the expansion of our operations in China."

"We look forward to updating shareholders on our progress with these initiatives as and when additional product and province agreements come on line."

– ENDS –

1. Source: www.statista.com/statistics/279013/population-in-china-by-region/

2. Source: www.chinatelecom-h.com/en/business/business_overview.php

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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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