SmartTrans Holdings Limited

ASX: SMA

An Australian based
Technology Solutions Company

Corporate Structure:

Shares on issue:	2206 M
Unlisted Options:	166 M
Market Cap:	$AUD 128 M
52 week high:	6.1 cents
52 week low:	0.9 cents

Directors:

Dr. Geoff Raby
Non-Executive Chairman

Mr Bryan Carr
CEO & Managing Director

Mr Andrew Forsyth
Non-Executive Director

Mr Yui (Ian) Tang
Non-Executive Director

Mr Greg Simpson
Non-Executive Director

Mr Ian Hawkins
Executive Director

Melbourne Office:
Level 1, 10 Queens Road St Kilda
Melbourne VIC 2000 Australia

Beijing Office:
Room 101 Building 22 Courtyard 4
Gong Ti Bei Lu Chaoyang District
Beijing 100027 PR China

Phone (Aus):
+61 (03) 9866 7333

Phone (China):
+86 (10) 6500 0910

Website:
www.smarttrans.com.au

Twitter:
www.twitter.com/SmartTrans_SMA

SmartPay surpasses 6 million customers in October

- **Total unique paying customers surpassed 6 million by end of October**
- **Substantial customer base diversifies revenue sources and grows database value**
- **Recurring Revenue Subscribers grows to 40% of paying customers in October**
- **SmartTrans processed 1.2 million payments in October**
- **Revenue grows as the number of App providers billing via SmartTrans increases**
- **Geographic expansion and diverse product offering continues to drive transaction rates and revenue growth**

17 November 2015: SmartTrans Holdings Limited (ASX: SMA) (SmartTrans or Company) is pleased to announce that the Company has recently achieved the significant milestone of passing 6 million customers transacting via its SmartPay platform in China with the Company processing 1.2 million payments in October. Pleasingly, more than 40% of customers billed in October were subscription-based customers who pay a monthly fee for content and typically continue to generate future monthly revenue for the company.

Growth in revenue and customer numbers was achieved for the sixteenth consecutive month which the Company attributes to the diverse range of Apps and content now readily available to consumers across an increasing number of provinces in China via SmartPay.

The number of customers is up from the 4 million customers who had transacted through SmartPay by the beginning of August of this year illustrating the attractiveness of SmartTrans' platform for both content providers and consumers in China.

Importantly, the size of the customer base is becoming increasingly appealing to both foreign and domestic companies wishing to transact in China through SmartPay. SmartTrans is experiencing growing levels of inquiry from content partners.

SmartTrans Managing Director, Bryan Carr said: "This is yet another significant milestone for SmartTrans. We are continuing to witness pleasing growth in the customer database which is driving our revenue streams and broadening the appeal of the SmartPay offering.

"More critically, this ongoing growth in our customer base will certainly serve to broaden and diversify our revenue streams, while also making SmartPay an even more attractive turnkey solution for any third party wishing to promote and sell to a large and increasing audience of consumers."

Mr Carr added that SmartTrans is continuing to assess ways in which it may monetise the Data Analytics gathered from SmartPay, potentially another source of revenue. "We continue to gather analytical data from SmartPay on consumer spending habits and trends that is sought by marketers, advertisers and consumer goods and services companies.

"This proprietary data is a potential source of significant unlocked revenue for SmartTrans. We look forward to updating shareholders on new third party arrangements, as well as additional operational and financial achievements."

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For 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:** **+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, 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.*