



SmartTrans Holdings Limited
ASX: SMA

An Australian based
Technology Solutions Company

Corporate Structure:

Shares on issue: 2215 M
Unlisted Options: 166 M
Market Cap: \$AUD 55M
52 week high: 7.1 cents
52 week low: 2.1 cents

Directors:

Mr Mark Vaile AO
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

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https://youtu.be/-1t_vJe1DBA

SmartTrans Advances Lotteries Sector Program

- Partnership in Hainan province has progressed well, leading to further opportunities in the lotteries sector in China
- SmartTrans appointed adviser to Lotteries Research Think Tank in Guangdong for three-year term
- SmartTrans was a key participant in the recent 'International Forum on the Social Responsibility of Lottery'
- SmartTrans well placed to benefit from longer term growth and development of lotteries sector in China

15 September 2016: SmartTrans Holdings Limited (ASX: SMA) (SmartTrans or Company) is pleased to provide this update on its lotteries activities in China, where its initial project launched in Hainan province with partner company Zongguan, has progressed well achieving the expected objectives.

Whilst adding another revenue channel, SmartTrans has showcased its technical, billing and marketing capabilities for the distribution of lotteries in Hainan province and is actively pursuing further expansion in the emerging lotteries sector in China, which has become one of the world's largest lottery markets by sales volume¹.

While still in the early stages of development, good sales were achieved in sports lotteries during the period of the 2016 Olympics with growth overall in sports lottery sales outperforming the traditional welfare lottery segment. Significant growth has been seen in football and basketball skill games, which account for nearly 16% of total lottery sales and SmartTrans will be looking to leverage the interest in these sports as the lotteries market develops and the regulatory framework evolves.²

SmartTrans' credentials in the lotteries market have also been greatly enhanced with the appointment this month to the think tank to work with the Lottery Research Center of Guangdong University of Finance and Economics, the first academic lottery research institution in South China.

The Center is responsible for project assessment, lottery marketing and lottery market research and training of the National Welfare Lottery Issuing Management Center of the General Administration of Sports department³.

The two groups have signed a letter of co-operation and intent, with SmartTrans also being appointed for a three-year term to serve as an expert advising the Lottery Research Think Tank. This appointment was supported by SmartTrans' recent participation in the International Forum on the Social Responsibility of Lottery.

This new partnership is a further endorsement of SmartTrans' expertise in online and mobile distribution, as well as marketing and billing for a diverse range of products and services. It reflects the trust and credibility the Company now has in China.

SmartTrans Managing Director Bryan Carr commented: "Our appointment to this think tank is a pleasing endorsement for SmartTrans and it validates our position in the lotteries sector in China. We look forward to providing our input and support to the Lottery Research Centre through this engagement. SmartTrans seeks to grow its services responsibly through this important period of development for the lotteries industry and we see this as a significant long term opportunity."

"Progress in Hainan with Zongguan on the lotteries pilot program has been pleasing and we are

delighted to add another revenue stream to our business in China. The lotteries sector is growing and maturing rapidly in China and it is positive to see the right framework being established for the industry. Working closely with industry experts in China we see great potential for these products as a long term growth driver for SmartTrans as we look to expand.”

“I look forward to updating shareholders on the progress of our lotteries partnerships over the coming months and on an exciting new content distribution and e-commerce arrangement in the near future.”



SmartTrans - a key participant in ‘International Forum on the Social Responsibility of Lottery’ and adviser to Guangdong Lotteries Research Center in September 2016.

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1. Source: www.agtech.com/html/industry_lottery_overview_char.php
2. Source: Ministry of Finance, Caitong Consulting
3. Source: Lottery Research Center of Guangdong University of Finance and Economics 2016

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About SmartTrans

(https://youtu.be/-1t_vle1DBA)

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.