



SmartTrans Holdings Limited
ASX: SMA

An Australian based
Technology Solutions Company

Corporate Structure:

Shares on issue: 2511 M
Unlisted Options: 166 M
Market Cap: \$AUD 27M
52 week high: 6.4 cents
52 week low: 1.1 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

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https://youtu.be/-1t_yje1DBA



Formal agreement executed with Shanghai Dodoca to operate and promote WeChat e-commerce market place 'Dodoca RooLife' - launching January 2017

- SMA and Shanghai Stock Exchange-listed Shanghai Dodoca Information Technology Co. Ltd (Dodoca) to market and operate 'Dodoca RooLife' e-commerce market place
- SMA and Dodoca to jointly own Dodoca RooLife platform and to share equally all marketing and promotional expenses and profits
- WeChat e-commerce market place dedicated to promoting and selling premium Australian products to Chinese consumers
- Market place goes live in China in January 2017 – launch products include Burlee Ugg boots, Morlife, Tim Adams Wines, Olive Oil Skin Care
- Platform to be marketed on line and at locations including major sports arenas in China, within the China Rail and transport networks and on subways across major Chinese cities
- SMA targeting 100 Australian premium quality brands in the first year
- SMA responsible for brand sourcing, billing, collecting and merchant payments
- SMA also looking to establish AilPay and UnionPay e-commerce platforms to complement WeChat presence

4 January 2017: SmartTrans Holdings Limited (ASX: SMA) (SmartTrans or Company) is pleased report that a formal agreement has now been executed with Shanghai Stock Exchange-listed digital marketing and e-commerce agency, Shanghai Dodoca Information Technology Co., Ltd (Guangzhou-Weiyue Information Technology Co. Ltd (Dodoca), to operate the WeChat e-commerce market place to promote and sell premium Australian products to Chinese consumers.

As announced on 9 November, SmartTrans entered into a MOU with Dodoca and the execution of this formal agreement establishes the terms and responsibilities of both parties to operate the platform which will be marketed in China as '**Dodoca RooLife**'. SmartTrans and Dodoca will jointly own the Dodoca RooLife platform and will share equally all marketing and promotional expenses and profits.

The platform goes live in January 2017 with leading Australian products being sold to Chinese consumers at launch being Burlee Ugg boots, Morelife, Tim Adams Wines and Olive Oil Skin Care.

Under the terms of the agreement, Dodoca's responsibilities will be to build and deliver the platform and implement marketing campaigns including promoting Dodoca RooLife in major sports arenas in China, within the China Rail and transport networks, on subways across major Chinese cities and through online promotional campaigns on high-traffic consumer sites and databases.

SmartTrans will be responsible for sourcing Australian brands, billing and collecting payment via its SmartPay platform and settling payment to merchants in Australia.

Both parties have set an internal target of marketing and selling 100 premium Australian brands on the platform within 12 months. SmartTrans will begin sourcing and selecting appropriate brands in mid January 2017. A number of merchant and affiliation agreements are also pending.

Integrity / Innovation / Inspiration / Information

SmartTrans Managing Director, Bryan Carr said: “We have acted decisively and quickly to establish Dodoca RooLife in China. With Dodoca we believe we have the best possible partner that can deliver an e-commerce market place of significant scale with very high consumer recognition and take up.

“Having a partner with a deep understanding and insights into the Chinese consumer is absolutely crucial when selling foreign products in China. While the market is large and we have the capacity to market to over 840 million WeChat users¹, Dodoca have the skills and knowledge to market in a targeted fashion to attract the right Chinese consumers and deliver meaningful sales revenue.

“The immediate channels for promoting Dodoca RooLife will give the platform excellent visibility in China. It provides a solid foundation on which we can now attract and promote a broader range of Australian merchandise in China. We look forward to reporting on first revenue from the platform in the next quarter.”

SmartTrans is also progressing with the development of similar e-commerce platforms to accommodate Alipay and Union Pay platforms to complement the WeChat platform in order to build a much greater e-commerce ecosystem in China.

– ENDS –

About Shanghai Dodoca Information Technology Co., Ltd.

Shanghai Stock Exchange #: 430177

Market Cap: 870 million RMB as of 04/01/17

(Source: <http://quote.eastmoney.com/3ban/sz430177.html?from=BaiduAladdin>)

Founded in 2007, Shanghai Dodoca Information Technology Co., Ltd. is China’s leading online marketing, development and social media company. Dodoca listed on the Shanghai Stock Exchange in April 2014, and is one of the only five initial online service provider technology company to be listed on the National Equities Exchange and Quotations.

Dodoca’s main services include development of new mobile social marketing tools; online marketing and sales platform developments; providing top WeChat third-party development services; providing mobile internet content; enterprise solutions management services: standardised online software, client software, embedded software and server-side software development; and industry data research and analysis.

1. Source: www.chinainternetwatch.com/19524/wechat-data-report-2016/, www.statista.com/statistics/255778/number-of-active-wechat-messenger-accounts/

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About SmartTrans

(https://youtu.be/-1t_yJe1DBA)

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 to bill 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.