



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 31M  
52 week high: 5.2 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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**Twitter:**  
[www.twitter.com/SmartTrans\\_SMA](https://twitter.com/SmartTrans_SMA)

**Youtube:**  
[https://youtu.be/-1t\\_yJe1DBA](https://youtu.be/-1t_yJe1DBA)



## SmartTrans confirms launch of Dodoca RooLife e-commerce market place and appointment of experienced COO

- Dodoca RooLife officially launched and trading in China
- Marketing and promotional campaigns to commence following Chinese New Year
- Partners confirm target to add 100 brands to the market place within 12 months – new product sign-ups pending
- Strengthening of senior leadership team with the appointment of experienced China market executive Brendan Mason as Group Chief Operating Officer and CEO of China operations
- Mr Mason previously held senior executive roles at SinoSA, Lucent and Cochlear

**8 February, 2017: SmartTrans Holdings Limited (ASX: SMA) (SmartTrans or the Company)** is pleased to confirm the launch of the WeChat-based 'Dodoca RooLife' e-commerce market place, which has been established to sell premium Australian products to consumers in China.

Coinciding with this launch and the ramp-up of e-commerce operations in China, the Company is also pleased to announce the appointment of experienced China market executive Brendan Mason as group Chief Operating Officer (COO) and CEO of SmartTrans Technology (Beijing) Co Ltd.

### Dodoca RooLife launch

As announced on 4 January, SmartTrans entered into a formal joint venture agreement with Shanghai Stock Exchange-listed Shanghai Information Technology Co., Ltd (Guangzhou-Weiyue Information Co. Ltd) (Dodoca) to jointly operate 'Dodoca RooLife'. All marketing and promotional expenses, as well as profits, will be shared equally between the two companies.

SmartTrans confirms that the market place is now operational with foundation brands Burlee Ugg boots, Morelife, Tim Adams Wines and Olive Oil Skin Care. A full-scale promotional campaign will commence in the period following Chinese New Year when consumer spending patterns return to normal in China. This is expected to produce an early sales ramp up.

### Chief Operating Officer appointment

The appointment of Brendan Mason is a very pleasing development for SmartTrans and gives the Company further management strength in China. Mr Mason brings his extensive experience of the Chinese marketplace to role of COO of Smart Trans and CEO of China operations, having previously held numerous senior leadership positions in a range of major international companies and organisations.

In his most recent position as CEO of SinoSA (a joint venture between the South Australian government and the Qingdao Government, Shangdong, China), Mr Mason assisted 27 technology companies in their efforts to establish Chinese subsidiaries.

*Integrity / Innovation / Inspiration / Information*

Prior to this, Mr. Mason served for seven years as Cochlear’s General Manager for China and Mongolia and has worked as Lucent Technologies’ Executive Director and Head of Sales.

While at Cochlear, Mr. Mason oversaw an increase of multiples in sales in the Chinese market and established high-level relationships with a range of regulatory agencies.

In addition, between 2010 and 2014 Mr Mason served variously as Board Member, Treasurer and Chairman of the Australian Chamber of Commerce to China in Beijing and in 2016 established the Bohai chapter of the Australian Chamber of Commerce to China.

SmartTrans Managing Director Brian Carr said Mr Mason’s extensive experience and knowledge of the Chinese marketplace will be invaluable as the Company gears up its e-commerce operations in China.

“SmartTrans is delighted to welcome Brendan as COO with ultimate responsibility for the China operations. He is a highly experienced executive with excellent working knowledge of both the Chinese marketplace and the technology sector.

“Brendan’s acceptance of the role demonstrates his enthusiasm for SmartTrans’ growth prospects and the opportunity to deliver an e-commerce market place to a potential audience of over 840 million consumers<sup>1</sup>. He has an intimate working knowledge of delivering sales growth for Australian businesses in China by connecting them to the right consumers in a targeted way.

“Brendan’s appointment comes at a pivotal point in SmartTrans’ growth and development in China as it establishes the ‘Dodoca RooLife’ platform through WeChat and progressively other platforms. Driving scale into the platform through sales growth and product diversity is a priority for the team. We expect to report on both these key metrics soon.”

– ENDS –

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

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| <p><b><u>For further information, please contact:</u></b></p> <p><b>Bryan Carr</b><br/> <b>Managing Director</b><br/> <b>AUST: +61 412 111 968</b><br/> <b>CHINA: +86 138 1188 8401</b></p> <p><b>Media inquiries to: Ben Jarvis</b><br/> <b>Six Degrees Investor Relations:</b><br/> <b>+61 413 150 448</b></p> | <p><b>About SmartTrans</b><br/> (<a href="https://youtu.be/-1t_yJe1DBA">https://youtu.be/-1t_yJe1DBA</a>)</p> <p>SmartTrans Holdings Limited (ASX: SMA) is a leading Australian technology and software provider that has developed a mobile and online billing payment and e-Commerce 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.</p> |
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