

ASX Announcement | 21st February 2017
Crowd Mobile Limited (ASX:CM8) & SmartTrans Holdings Ltd (ASX SMA)

Crowd Mobile & SmartTrans Partnership Successfully Launches BoBo Product In China

Highlights

- Crowd Mobile and SmartTrans successfully launch pilot product BoBo in China
- BoBo is an entertainment/infotainment product targeting the millennial demographic
- BoBo pilot launch follows completion of technical testing and integration
- Modest revenues expected initially while China remains a large consumer market opportunity

Background

- Crowd Mobile and SmartTrans signed a Letter of Intent on August 1, 2016 to utilise SmartTrans' proven and established multi currency online payment platform SmartPay in China
- Crowd Mobile will leverage SmartTrans' online payments platform to launch its product offering a quick and easy way to monetise the Chinese market

Opportunity

- Crowd Mobile will gain access to over 1 billion potential customers via SmartTrans' billing relationships in China.
- China is the world's largest e-commerce market, estimated to top US\$1.1 trillion per year by 2020 according to Forrester a leading eCommerce market research company.

Tuesday, 21st February 2017 - Crowd Mobile Limited (ASX: CM8 & FWB-XETRA: CM3) ("Crowd Mobile" or "the Company") is pleased to announce it has successfully launched its pilot product BoBo in China in partnership with SmartTrans Holdings Limited (ASX:SMA) ("SmartTrans").

The announcement follows a Letter Of Intent ("LOI") signed with SmartTrans in August 2016 to form a partnership that will give the Crowd Mobile an effective entry point to the Chinese market.

Crowd Mobile and SmartTrans have since completed technical testing, integration and localisation of the BoBo product into simplified Chinese. BoBo has been launched into China's Sichuan Province as a pilot. BoBo is an entertainment/infotainment product targeting the millennial demographic, illustrated in the accompanying images. While modest revenues are initially expected, China remains a large consumer market opportunity for Crowd Mobile.

Crowd Mobile's partnership with SmartTrans will enable the Company to leverage from more than 1 billion potential customers across the telco networks in China via SmartTrans' billing relationships after BoBo is progressively rolled out. SmartTrans' proven and established online payments platform in China will also help monetise Crowd Mobile's products in China, the largest e-commerce market in the world.

SmartTrans' Chief Executive Officer, Bryan Carr commented: "We are pleased to be partnering with Crowd Mobile on the deployment of BoBo into China. Our well-established telco and e-commerce partnerships will make BoBo available to a very large and engaged mobile-enabled consumer base.

"We will initially deploy BoBo to consumers in Sichuan Province through a pilot program with China Mobile with committed marketing dollars from Crowd Mobile. The result of this pilot will then determine the roll-out of BoBo into SmartTrans' much larger China footprint which, with the combination of telco billing through China Mobile and China Telecom and the payment processing capabilities through Alipay, WeChat Pay and UnionPay, reaches across the whole of China."

Crowd Mobile's Chief Executive Officer, Domenic Carosa commented: "Crowd Mobile has been committed to entering China and the pilot launch of our new BoBo product is a milestone for the Company. We plan to build on the global success of our Question and Answer (Q&A) division, and expect BoBo will be well received in China.

"Our partnership with SmartTrans offers both companies an opportunity to generate significant revenues from one of the fastest growing mobile markets in the world. Chinese consumers are known to embrace mobile infotainment and entertainment products. As BoBo is focused on the young millennial demographic, we are excited about the opportunity that awaits.

"SmartTrans' established online payments platform, SmartPay, will facilitate smooth and easy integration with Crowd Mobile and we look forward to working together and communicating developments to our shareholders."

Crowd Mobile's pilot BoBo product is illustrated in the below Appendix.

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About Crowd Mobile

Crowd Mobile is a mobile-first company with a world-leading 'Q&A' platform, providing personalised expert advice, and a subscription service giving users access to games, infotainment and security products. We operate across 54 countries and 30 languages and have partnered with more than 160 mobile carriers, allowing users to pay for products and services through their mobile phone or with Google or Apple Pay. Crowd Mobile has developed a diverse range of products in the m-payment, entertainment and infotainment space and is listed on Australian and German stock exchanges (ASX:CM8, FWB-XETRA:CM3).

About SmartTrans Holdings

SmartTrans Holdings Limited (ASX:SMA) is a leading Australian technology and software provider that has developed a mobile and online billing and payment and e-Commerce platform for the China market. The company has agreements in place providing billing with China Mobile, China Telecom, China Unicom, UnionPay, Alipay and WeChat Pay. With the growing use of the smartphone as a billing device in China, the company has experienced 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.

Appendix



Illustration of Crowd Mobile's pilot product BoBo, targeting young adults in China