

## AUSTRALIAN FINANCIAL REVIEW

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### STOCKS IN FOCUS

<http://www.afr.com/brand/before-the-bell/investors-may-pause-for-stevens-low-20151103-gkq31u>

**99 Wuxian** owns and operates an electronic commerce platform that is integrated into the mobile applications of more than 50 Chinese banks. Consumers who download their bank's mobile app are automatically registered with the 99 Wuxian service. The platform allows people to pay a range of merchants through a single secure log on with their bank, eliminating the need to enter credit card or bank details. 99 Wuxian makes money by taking a clip of all payments processed. Phone, internet and other utility bills form the bulk of the traffic, with an explosion in the popularity of online gaming accounts among young Chinese professionals also proving lucrative. A loyalty points program is designed to increase expenditure through the platform. **Part of 99 Wuxian's growth strategy is increasing its linkages to outlets where consumers can order physical goods such as clothes or groceries.**