

## **99 Wuxian Media**

### **Proactive Investors**

Friday, April 01, 2016

#### **99 Wuxian Ltd secures new clients as revenue momentum builds**

<http://www.proactiveinvestors.com.au/companies/news/67835/99-wuxian-ltd-secures-new-clients-as-revenue-momentum-builds-67835.html>

99 Wuxian Ltd has secured a number of new clients during February and March 2016

99 Wuxian Ltd (ASX:NNW) has secured a number of new clients during February and March 2016, as well as extending its relationship with existing clients.

99 Wuxian is a leading mobile internet gateway, providing comprehensive solutions for businesses partners, connecting their customers and employees with high quality merchants for transactions.

This successful customer acquisition process by the company over the medium and long term, has had a direct impact on growing revenues.

Record results were achieved in 2015 across all financial and operating metrics.

In FY15, revenue was up 25% to A\$40.7 million, while statutory NPAT climbed 46% to A\$2.2 million.

The key metric of registered users also jumped to 54.5 million at the end of 2015, up from 40.8 million a year before.

The company aggregates over 300 million high quality consumers and 155 leading merchants through a marketplace embedded within the mobile apps of China's leading banks, telecommunications and insurance companies.

#### **iBenefit platform successfully deployed**

99 Wuxian has now successfully deployed the iBenefit platform into new industry sectors: HuaZhu Hotel Group and Car Inc sign up as partners

In February and March, iBenefit secured 4 direct brand partnerships and 17 brand partnerships through agents.

Amalisa Zhang, CEO of 99 Wuxian, commented:

"The significant potential of our iBenefit platform is now clearly being demonstrated through our penetration into new industry sectors.

"We are also pleased to see the continued success of our joint marketing efforts

fowlstone

with clients delivering solid business outcomes for them.”

### **Details of client deliverables**

#### Zhejiang Rural Credit Cooperatives:

99 Wuxian has achieved impressive results in a joint marketing campaign with Zhejiang Rural Credit Cooperatives to boost customer engagement using mobile top-up discounts.

The campaign, which targeted inactive accounts through a combination of in-branch and SMS promotion, has seen more than 150,000 customers participate in the first month.

The strong results from the marketing campaign build on the strong enhancements to the customer experience and deepened customer engagement Zhejiang Rural Credit Cooperatives has experienced since joining the 99 Wuxian platform in August 2015.

#### China United Insurance:

99 Wuxian’s strong foothold in the insurance sector was further enhanced by the award of a contract by China United Insurance to establish its loyalty program using 99 Wuxian’s Incentive Cloud Service (ICS).

Through China United Insurance’s Wechat account, ICS will provide virtual coupons for lifestyle services to the company’s customers.

#### HuaZhu Hotel Group:

99 Wuxian’s advanced cloud-based mobile employee loyalty and rewards solution, iBenefit platform has been selected by leading Chinese hotel group HuaZhu (NASDAQ: HTHT).

Through iBenefit, employees of HuaZhu will have access to unique health care services including standardised physical health checks and a follow-up disease tracking service.

#### CAR Inc.:

iBenefit has entered into a partnership with CAR Inc., China’s leading auto rental service.

This partnership expands iBenefit’s employee offering into the new area of mobility solutions, allowing employees to pay for their car service through incentive points or corporate benefit points.

99 Wuxian will soon be launching a feature that enables employees to make a booking with CAR Inc. directly from the iBenefit platform.