

99 Wuxian Media

Proactive Investors

Wednesday, May 11, 2016

99 Wuxian Ltd's iBenefit secures ThyssenKrupp Elevator China as client

<http://www.proactiveinvestors.com.au/companies/news/68545/99-wuxian-ltds-ibenefit-secures-thyssenkrupp-elevator-china-as-client-68545.html>

99 Wuxian Ltd (ASX:NNW) continues its growth during April as it upgrades its Chinese mobile platform and signs new clients and merchants.

This follows the recent news that 99 Wuxian has achieved platform revenue growth of 96% and increased its user base by 36% in 1Q16 compared to 1Q15.

iBenefit received a system upgrade during April as it launched its mobile point redemption platform.

World leading ThyssenKrupp Elevator (China) has become a new client by selecting to use iBenefit to provide a fitness offering to their employees.

99 Wuxian also secured a contract with Hong Kang Life Insurance through its Incentive Cloud Service (ICS) expanding on the company's strong presence in the insurance industry.

Amalisa Zhang, CEO, commented: "There have been some important developments to our platform in the last month, and we are excited to have a number of new merchants on board, broadening our offering to customers and encouraging increased transaction levels.

"Our footprint in the insurance sector in China continues to grow, and we are pleased to have secured a high-profile customer in ThyssenKrupp Elevators (China)."

iBenefit

iBenefit provides an employee loyalty and reward benefit redemption platform for business partners.

Recent signing, ThyssenKrupp Elevator, entered the China market in 1995 and now has over 10,000 staff, around 60 branch offices and four factories across the country.

99 Marketplace

99 Marketplace is a mobile market gateway where registered users may purchase virtual and physical products.

99 Wuxian has commenced partnerships with a number of leading Chinese online video sites to promote electronic membership cards to customers on the 99 Marketplace platform.

ICS

ICS focuses on providing loyalty point platform for business partners to manage their customer's rewards redemption and provide marketing and channel incentives.

Using ICS, Hong Kang Life Insurance will provide its customers with customised e-coupons for lifestyle services such as movie tickets redemption or mobile phone recharge

Hong Kang Life Insurance has registered capital of 1 billion yuan and is headquartered in Beijing.

Analysis

As the company invests in upgrading its 3 platforms (99 Marketplace, iBenefits and ICS), it allows itself to grow revenue by

- attracting more registered users (buyers) on 99 Marketplace;
- attracting more merchants (sellers) on 99 Marketplace; and
- and attracting more clients for its iBenefits and ICS service offerings.

At the end of 4Q15, 99 Wuxian had achieved rolling 12 month quarterly revenue compound annual growth of 31% from the beginning of 1Q14.

Over this time the gross margin had increased from 39% to 67%, which shows the company is not only maintaining gross margins while growing revenue, but increasing them.

The quality of the company's iBenefits and ICS service platforms are validated by the continued signing of high profile enterprise level companies such as ThyssenKrupp Elevators and Hong Kang Life Insurance.

Seeking Alpha

May 11, 2016 1:32 AM

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<http://seekingalpha.com/instablog/485861-proactive-investor/4881087-99-wuxian-ltds-ibenefit-secures-thyssenkrupp-elevator-china-client>

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ABN Newswire
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Secures New Clients and Merchants,
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[http://www.abnnewswire.net/press/en/83553/99-Wuxian-Ltd-\(ASX-NNW\)-iBenefit-Secures-New-Clients-and-Merchants-Upgrades-Platform-83553.html](http://www.abnnewswire.net/press/en/83553/99-Wuxian-Ltd-(ASX-NNW)-iBenefit-Secures-New-Clients-and-Merchants-Upgrades-Platform-83553.html)

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Key highlights during the period include:

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iBenefit is a Software-as-a-Service ("SaaS") platform which enables companies to manage their employee benefit, incentive and loyalty programs. Designed to incentivise performance and increase employee retention, iBenefit tracks an

employee's "loyalty value", presenting it in a visual display on iBenefit's platform.

ThyssenKrupp Elevator (China): iBenefit has been selected by ThyssenKrupp Elevator (China) to provide a fitness offering to employees. By partnering with some of China's leading fitness clubs (including Wills, WEIDER-TERA and Hosa), iBenefit is able to offer customised options tailored to employees' needs by providing flexibility in selection of time and place for fitness.

As one of the world's leading elevator companies, ThyssenKrupp Elevator entered the China market in 1995. It now has over 10,000 staff, around 60 branch offices and four factories across the country. The partnership with iBenefit enables ThyssenKrupp Elevator (China) to offer fitness-related incentives in a cost-efficient way that will increase employee satisfaction and retention.

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This partnership further expands and reinforces 99 Wuxian's strong position in China's insurance industry.

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To view the full release, please visit:

<http://abnnewswire.net/lnk/18380K76>

Yahoo Finance

ABN Newswire — 23 hours ago

99 Wuxian Ltd (ASX:NNW) iBenefit Secures New Clients and Merchants, Upgrades Platform

<https://au.finance.yahoo.com/news/99-wuxian-ltd-asx-nnw-230200886.html>

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IDC Chase

7:55 PM EDT 5/10/2016 — Comtex

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<https://idc.chase.com/newspublic/story?article=051e05587408dbe2>

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About 99 Wuxian Ltd:

99 Wuxian Ltd (ASX:NNW) 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. 99 Wuxian enables increased customer satisfaction, loyalty and retention for its business partners by offering consumers the lifestyle convenience of purchasing virtual and physical goods on a mobile device.

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Sogotrade

Tue May 10, 06:55PM CDT

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Asia Business News via COMTEX –

<http://sogotradedev.websol.barchart.com/?module=topNews&storyID=1774787>

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