



ASX and Media Release

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99 WUXIAN CONTINUES TO GAIN NEW PARTNERS AND LAUNCHES HIGHLY SUCCESSFUL JOINT MARKETING CAMPAIGNS

Highlights:

- **iBenefit secures partnerships with reputable insurance companies and a leading industrial corporation**
- **Incentive Cloud Service (ICS) strengthens positioning in the insurance channel**
- **Highly successful joint marketing campaigns obtain strong feedback from users**

99 Wuxian Limited (ASX: NNW) (“99 Wuxian” or “the Company”) is pleased to provide a business update for the month of September 2016.

iBenefit Progress

AIA Group Limited, Shanghai Branch: iBenefit has entered into partnership with AIA Group Limited, Shanghai Branch for the insurer’s innovation in employee incentive affairs. iBenefit will establish a customized employee incentive system for AIA to help improve employee loyalty and the insurer’s operating efficiency.

AIA Group Limited is the largest listed life insurance group in Pan Asia, with business coverage in 15 countries and areas in the Asia Pacific region and assets over hundreds of billion US dollars.

Allianz China: iBenefit has secured Allianz China General Insurance Co., Ltd. as a new business partner to provide its employees with electronic card codes as festival gifts. It demonstrates the starting point of Allianz’s brand new employee benefit redemption mode featured by efficiency, security, freedom and flexibility, under which Allianz and its employees can enjoy high quality enterprise caring services. Allianz China General Insurance Co., Ltd. is founded by Allianz SE, the largest insurance company in Europe, and one of the largest insurance and asset management groups in the world, with an operating history of hundreds of years.

Fotile Kitchen Ware: At this mid-autumn festival, iBenefit signed the contract with Ningbo Fotile Kitchen Ware Co., Ltd., a leader and expert in high end kitchen appliances in China, to provide employee festival benefits platform services. The cooperation with iBenefit symbolized Fotile’s

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exploration and innovation in employee benefit delivery, and its corporate culture focusing on employee benefit and people development.

Ningbo Fotile Kitchen Ware Co., Ltd. was established in 1996, devoted to the R&D and manufacturing of high end kitchen appliances. Now it has over 9,000 employees all over China.

Incentive Cloud Service Progress

Zhong An Property Insurance: Incentive Cloud Service (ICS) has reached partnership with Zhong An Property Insurance to provide user incentive services including setting up its online incentive service platform, operation supports and various value added services.

Zhong An Property Insurance Co., Ltd. is the first online insurance company founded by well-known Chinese enterprises including Ant Financial Services Group, Tencent, China Ping An Insurance, etc. It was approved by China Insurance Regulatory Commission in 2013 to start operation, and it has served over 414 million clients and insured over 4.5 billion policies by May 2016.

99 Marketplace Progress

Industrial and Commercial Bank of China: 99 Wuxian has launched a one-month joint marketing campaign with Industrial and Commercial Bank of China (ICBC), during which each Thursday, users can purchase discounted mobile top ups and petrol cards on ICBC's new version of online bank and mobile bank. This joint marketing campaign is launched alongside with the promotion of ICBC's new version of online bank, and the gross transaction value of mobile top ups increased by 20% on comparable periods. Simultaneously, the campaign promotes the online petrol card module newly launched on ICBC's online banking platform to better serve the users and enhance their stickiness.

Shanghai Pudong Development Bank: 99 Wuxian has been launching a four-month joint marketing campaign with Shanghai Pudong Development Bank (SPD Bank) lasting from August to November. During the period, the VIPs of SPD Bank are entitled to one chance to purchase petrol cards via its mobile banking application with a 10% discount on Wednesday each month. 300 discounted petrol cards are provided per week, and they are instantly sold out within only 20 seconds after release, demonstrating high user engagement in this campaign.

For further information, please contact:

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About 99 Wuxian Limited:

99 Wuxian is a leading mobile internet gateway, providing comprehensive incentive solutions for business partners including China's leading banks, telecommunications, insurance companies, etc., connecting their customers and employees with high quality merchants for a wide range of products and services.

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