



## ASX Announcement

28 October 2014

**99 Wuxian Limited**

**ARBN 164 764 729**

**Incorporated in Hong Kong**

**ASX: NNW**

### **Board of Directors**

Mr Ross Benson –  
Chairman,  
Non-Executive Director

Ms Amalisa Zhang –  
CEO, Executive Director

Mr David Chen –  
Executive Director

Mr Yongkuan Duan –  
Non-Executive Director

Mr Simon Green –  
Non-Executive Director

Mr Tony Groth –  
Non-Executive Director

### **Company Secretary**

Mr Nathan Bartrop

HWB (Corporate Services)  
Limited

### **Registered office**

27/F, Alexandra House

18 Chater Road, Central

Hong Kong

Contact: + 61 401 809 653

Website:

[www.99wuxian.com](http://www.99wuxian.com)

To : Australian Securities Exchange

## **99 Wuxian and China UnionPay Sign Agreement to Launch New Cloud-based Point of Sale (“POS”) Platform**

### **Highlights**

- New cloud-based POS application platform agreement brings a significant new business opportunity with China UnionPay
- Accelerates development of 99 Wuxian's O2O (online-to-offline and offline-to-online) strategy by integrating 99 Wuxian's online capabilities with China UnionPay's offline POS infrastructure
- China UnionPay is the only domestic bankcard clearing service organisation in the People's Republic of China

**Hong Kong, 28 October 2014:** Leading Chinese mobile commerce company 99 Wuxian Limited (ASX: NNW) (“99 Wuxian” or the “Company”) is pleased to announce it has signed an agreement with China UnionPay to launch a new cloud-based POS platform with China UnionPay. This is a landmark agreement as China UnionPay is the only bankcard organisation and interbank network in China.

China UnionPay has more than 4.5 billion bank cards under issue, more than 400 Chinese and overseas associate members and is the only interbank network in China. China UnionPay cards can be used in 141 countries and regions around the world making it the second-largest payment network by value of transactions processed globally.

### **Cloud-based POS initiative with China UnionPay:**

99 Wuxian and China UnionPay have signed an agreement to jointly develop, maintain and promote a new cloud-based POS platform. The platform, which can be accessed directly from the Internet, will use previous advances in the communication protocols made by China UnionPay for POS control of hardware. The next-generation smart POS platform is compatible with a wide range of operating systems, POS hardware and mobile devices.

The POS platform will be also embedded with a number of value-added service application modules available on the 99 Wuxian Market Platform. This is a very significant opportunity for 99 Wuxian, as it allows the Company to partner with China UnionPay's technology to become an integrated contributor to the POS payment segment.

Revenue is expected on a per transaction basis once the new POS platform is operational, which is expected to occur next year. POS penetration in China is growing with the estimated 10.63 million units at the end of 2013 expected to increase to 16.18 million units by the end of

2014.

The new cloud-based platform will also accelerate the development of 99 Wuxian's O2O model which is designed to attract online users and direct them to physical stores offline. This next generation POS platform also provides additional business opportunities for 99 Wuxian and its bank partners, by initiating and implementing mobile marketing. In addition, big data collected from offline consumption activities will also enable and facilitate targeted online sales and marketing activity. There is also the potential to utilise QR code scans and NFC (Near Field Communications) applications as part of this new initiative.

*"This landmark agreement builds on 99 Wuxian's strong track record of historical cooperation and performance with China UnionPay. 99 Wuxian and China UnionPay are now actively working on deploying their integrated resources and technology capabilities through the POS chain to drive both online and offline channels,"* said Amalasia Zhang, CEO of 99 Wuxian.

**For further information, please contact:**

99 Wuxian Limited

Mr Ross Benson

M: +61 (0) 418 254 548

NWR Communications

Mr Simon Hinsley

M: +61 (0) 401 809 653

[www.99wuxian.com](http://www.99wuxian.com)

For personal use only