

## ASX Announcement | 1 August 2016 Crowd Mobile Limited (ASX:CM8)

### Crowd Mobile Expands Into China With SmartTrans (ASX:SMA) Partnership

#### Highlights

- Crowd Mobile signs Letter of Intent with SmartTrans to utilise SmartTrans' proven and established payments platform in China
- Crowd Mobile will leverage SmartTrans' payments platform to launch product offering and quickly and easily monetise in the Chinese market
- Crowd Mobile will gain access to over 1 billion potential customers across the SmartTrans network
- Crowd Mobile's successful Q&A products have been localised for the Chinese market
- China is the world's largest e-commerce market, estimated to top US\$1.1 trillion by 2020 according to Forrester

**Monday, 1 August 2016** - Crowd Mobile Limited (ASX: CM8 & FWB-XETRA: CM3, Crowd Mobile, "the Company") is pleased to announce it has signed a Letter of Intent (LOI) with SmartTrans Holdings Limited (ASX:SMA) and its subsidiary SmartTrans Technology (Beijing) to form a partnership that will give the Crowd Mobile an effective entry point to the Chinese market.

Crowd Mobile plans to build on the global success of its Question and Answer (Q&A) division and sees China as the next logical market, supported by the speed at which Chinese consumers are known to embrace mobile infotainment and entertainment products. Crowd Mobile and SmartTrans have spent the past 3 months localising the Crowd Mobile products.

The partnership will allow Crowd Mobile to utilise SmartTrans' proven and established payments platform in China to help monetise the Company's products in the region. Both companies will work toward establishing a pilot program in the first instance which is expected to run between 6 - 12 months in specific regions across China. China is the largest e-commerce market in the world and is expected to top US\$1.1 trillion by 2020, according to research company Forrester.

Crowd Mobile's Chief Executive Officer, Domenic Carosa: "The partnership with SmartTrans will give us quick and easy access to a large but complex marketplace. China is a logical market for us to expand into given we already operate in 54 countries, offering our services in 30 languages to customers of 160 mobile carriers. SmartTrans has an established payments platform enabling smooth and easy integration with Crowd Mobile. We believe the partnership offers us the most efficient way to launch our suite of products into China."

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SmartTrans' Chief Executive Officer, Bryan Carr: "We believe that Crowd Mobile's suite of quality and engaging products will be as well received in China as it has in other countries. The partnership offers both our companies an opportunity to generate significant revenues from one of the fastest growing mobile markets in the world. SmartTrans has the ability to access and bill more than 1 billion users across China Mobile, China Telecom and China Unicom in China. The opportunity for our partnership with Crowd Mobile is significant."

Crowd Mobile's localized launch product is illustrated in Appendix A.

-ENDS-

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**About Crowd Mobile**

Crowd Mobile is a mobile-first company with a world-leading 'Q&A' platform, providing personalised expert advice, and a subscription service giving users access to games, infotainment and security products. We operate across 54 countries and 30 languages and have partnered with more than 160 mobile carriers, allowing users to pay for products and services through their mobile phone or with Google or Apple Pay. Crowd Mobile has developed a diverse range of products in the m-payment, entertainment and infotainment space and is listed on Australian and German stock exchanges (ASX:CM8, FWB-XETRA:CM3).

**About SmartTrans Holdings**

SmartTrans Holdings Limited (ASX:SMA) is a leading Australian technology and software provider that has developed a mobile and online billing and payment platform for the China market. The company has agreements in place providing billing with China Mobile, China Telecom, China Unicom, UnionPay, Alipay and WeChat Pay. With the growing use of the smartphone as a billing device in China, the company has experienced significant uptake of its technology in that market. SmartTrans has also developed cutting-edge proprietary logistics software which is used by some of Australia's leading blue-chip organisations who have long term contracts in place with the company. SmartTrans is assessing growth opportunities for its logistic offering in China to complement its mobile and online payments platform.

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Appendix A:



Illustration of Crowd Mobile's localized launch product, targeting a young adult demographic, and how the customer would use and pay for the product

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