

## iResearch – Online Banking Services Research Report

**Hong Kong, 9 June 2015:** 99 Wuxian, (ASX: NNW) (“99 Wuxian” or “the Company”) is pleased to advise that China’s leading independent research authority on the internet industry, iResearch Consulting Group (“iResearch”), has released a detailed report on the Online Banking Services market in China.

The 2015 China Banking E-commerce Industry Report highlights that Chinese banks are well positioned to capitalize on the significant growth opportunities in China’s e-commerce market, given their vast platforms of online and mobile banking users; the high level of customer interaction with mobile banking services; and reputation for trust and security in payments.

According to iResearch, more than 80% of bank services are now available online, contributing to the more than 157% growth in value of mobile banking transactions to RMB38.2 trillion (A\$8.1 trillion) in 2014. As Chinese banks have increased the scope of their mobile service offering the overall number of mobile banking users has jumped to 198 million, up 69.4% over the previous year.

The report also evidences the strong growth of online retail in China which now exceeds RMB2.8 trillion (A\$0.6 trillion) in gross value, a 48.7% jump on the prior year. According to iResearch, several key factors are driving this growth, including the rapid rise in China’s internet population and the mass migration of Chinese internet users to mobile.

This growth is expected to continue as e-commerce players penetrate lower-tier cities and rural markets. According to iResearch, several key factors are driving this growth, including the rapid rise in China’s internet population and the mass migration of Chinese internet users to mobile. This growth is expected to continue as e-commerce players penetrate lower-tier cities and rural markets.

The report also highlights that specialist service providers, such as 99 Wuxian, will play an essential role in assisting Chinese banks in rapidly ramping up their m-commerce activities. The 2015 China Banking E-commerce Industry Report by iResearch can be accessed by clicking on the following [link](#).

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## About 99 Wuxian Limited

99 Wuxian 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.

## About iResearch Consulting Group

iResearch Consulting Group is China's leading researcher on the internet industry and is a highly respected Chinese internet research organisation and trusted provider of market data to Chinese internet companies.