

25 September 2014

ASX/Media Release (ASX:ESN)

Entellect signs content distribution agreement with SmartTrans

- **KNeoWORLD educational games Apps to be distributed throughout China**
- **Unrivalled reach through SmartTrans to 1.26 billion mobile subscribers***
- **SmartTrans billing platform agreements include AliPay, UnionPay, ChinaPay, China Mobile, China Unicom and China Telecom**
- **Entellect and SmartTrans to share transactional revenue**
- **Entellect looks to expand content distribution to other regions**

Entellect Limited (ASX:ESN) (**ESN** or the **Company**) and SmartTrans Holdings Limited (ASX:SMA), (**SmartTrans**) are pleased to announce they have reached an agreement under which SmartTrans will promote and distribute ESN's KNeoWORLD interactive educational games Apps and products, initially to the China market.

SmartTrans recently announced that it has significantly strengthened its online and mobile billing platform in China, now having agreements in place with AliPay, UnionPay and ChinaPay, as well as direct-to-phone billing arrangements with all three telcos in China: China Mobile, China Unicom and China Telecom. This provides ESN unrivalled reach via SmartTrans to 1.26 billion mobile subscribers*, as well as many more through its online and mobile billing platform.

Under the agreement SmartTrans will promote KNeoWORLD content to consumers on smart phones and tablets, to be sold via SmartTrans' embedded payment platform. The platform charges the subscriber's phone account (both post or pre-paid) with Entellect, SmartTrans and the relevant telco to share transactional revenue, initially set at CNY30 (A\$5.45) per transaction.

KNeoWORLD Arcade, the first game App to be distributed under the agreement, is a Mandarin translation of the current version which has just been updated and released in the Apple and Google Play stores.

SmartTrans Managing Director Bryan Carr commented: "We are pleased to be promoting and distributing KNeoWORLD educational products on the SmartTrans platform, as we continue to see solid growth in the mobile games market in China, with many new Apps gaining popularity among smartphone users here."

"Third parties see SmartTrans' billing platform as a turnkey solution to providing access to the large and lucrative China consumer market, which has significant barriers to entry."

"Our early mover advantage and access to almost 1.3 billion mobile subscribers will be of tremendous benefit to both Entellect and SmartTrans in terms of potential revenue."

A new version of the full KNeoWORLD Story mode, including 70 compelling and fun educational games, has also been released in browser version with Apps for both iOS and Android soon to follow for global release. The content will also be available to the Company's education and PTA distribution channels in the USA and Malaysia.

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About Entellect Limited & KNeoWORLD:

Entellect's 80% owned KneoWORLD is a publishing house whose business revolves around selling engaging educational games through its fun KNeoWORLD Games Portal in the exciting education by entertainment games sector.

Games that have inherent educational value are licenced from independent developers and sold via subscriptions to its primary market of parents of 5-12 year old children (initially USA – but unrestricted and already worldwide) who by subscribing, give their children an educational advantage by playing fun and engaging games with validated educational content. Marketing is primarily via US school Parent Teacher Associations as a fund raising initiative Associations and direct to online consumers via social media.

We accelerate learning using compelling and fun online games infused with validated educational content, all embedded in a total virtual KNeoWORLD, to teach the higher order skills required by children to succeed in today's knowledge-based economy - we go beyond school and beyond homework.

Our goal is to become one of the world's leading game based learning publishers.

About SmartTrans

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 with China Mobile, CMPay, UnionPay and Alipay, China Unicom and China Telecom. With the growing use of the smartphone as a billing device in China, the company is experiencing 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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