

19 May 2016

CoAssets' Virtual Token Campaign a Success in China

Australian listed crowdfunding platform CoAssets Limited ("CoAssets" or the "Company") (NSX code: CAX), is pleased to inform shareholders that its Chinese entity has had a great success with its first CoAssets Tokens (CAT) campaign which saw two virtual projects funded in only a matter of days.




CoAssets' virtual tokens are an innovative way for beginner crowdfunders to familiarise themselves with the crowdfunding process. Each new registered user of the CoAssets' platform was able to claim 2,888 tokens to invest in a virtual crowdfunding project. When the deal matures, the investors will be able to withdraw their funds, as per a normal crowdfunding opportunity on the CoAssets' platform.

The virtual projects were launched on the Chinese platform on 13 May at 7pm; and both required 100,000 tokens to be successfully funded. On 15 May by 8am both were 50% oversubscribed, through existing and new users of the platform. The user acquisition strategy focused on raising the awareness and visibility of crowdfunding and the platform, and through promotion and word of mouth, the user base reached 170 token investors within days.

Commenting on the success of this campaign, General Manager of CoAssets China, Mr Sam Seh said: "We are extremely happy with the success of the virtual token campaign in China and the speed of which we were able to fund the projects. This shows us that our Chinese user base is onboard with the CoAssets business model and the confidence we have in funding our partners' projects via the platform here in China. Early next week we will be rolling out more virtual projects for our new users to invest their tokens in as well as real projects that existing users can invest their funds into."

-ENDS-

CoAssets Ltd (NSX:CAX)

 www.CoAssets.com
 +65 6532 7008
 admin@coassets.com

Australia	Office J, Level 2, 1139 Hay Street West Perth WA 6005
Singapore	7 Temasek Boulevard, #18-03B, Suntec Tower One, S(038987)
China	#2 Shu Guang Zhi Lum Shi Ji Bai Lian Building, #05-05, Taijiang District, Fuzhou, Fujian
Indonesia	Jalan Dukuh Kupang X no 6, Surabaya 60225
Malaysia	Lvl 30, The Gardens North Tower, Mid Valley City, Lingkaran Syed Putra, 59200, KL

Press Contacts

Dan Smith, Executive Director

Direct: +61 8 9486 4036

Mobile: +61 (0) 417 978 955

Email: dan.smith@coassets.com

Elodie Castagna, FTI

Consulting

Office: +61 9485 8888

Direct: +61 8 9485 8818


Mobile: +61 (0) 432 120 061

About CoAssets (NSX Code: CAX)

CoAssets (www.coassets.com) is one of South-East Asia's leading crowdfunding platforms, which is listed on the National Stock Exchange of Australia. It is not licensed and/or regulated by the Monetary Authority of Singapore. Officially launched in Singapore in July 2013, it currently has more than 49,000 registered users, and the amount successfully funded stands at more than S\$43 million (US\$30 million). The company won the Red Herring Top 100 Asia Award for 2014, as well as OPP Gold Award for Excellence and currently has offices in Australia, Malaysia and Singapore.

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