



SHOPLY LIMITED

(ASX: ABN)

ASX and Media Release

12 December 2013

Change of name to Shoply Limited

AdEffective Limited (the **Company**) is pleased to announce that effective today its name has changed to **Shoply Limited**.

The change of name follows the Company's Annual General Meeting held on 12 December 2013 where shareholders voted in favour of a resolution to change the name of the Company to Shoply Limited.

The Company's ASX code will change from 'ABN' to 'SHP', and the code for the Company's class of ASX-listed options will change from 'ABNO' to "SHPO". These changes to the Company's ASX codes are expected to take effect on or around 17 December 2013.

The change in the Company's name to Shoply Limited reflects the increased focus on Online Shopping. Shoply Limited has two operating divisions, Online Shopping and Online Advertising.

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For further information contact:

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About Shoply Limited

Shoply Limited has two operating division, Online Shopping and Online Advertising, and focuses on the online retail sale of consumer goods and distribution of advertising to publishers and publisher networks.

www.shoply.com.au



AdEffective works with a network of Advertisers and Publishers.

AdEffective delivers value to Advertisers by increasing customer reach through publisher partnerships.

AdEffective delivers value to Publishers by increasing their revenue.



Shoply currently owns three Online Shopping destinations.

Shoply delivers value to consumers by providing great products at great prices.