

Shoply Ltd - ASX:SHP

30 January 2014

## ASX and Media Release

### Quarterly Cash Flow Statement (Appendix 4C) for quarter ended 31 December 2013

- Cash receipts up 11% to \$0.78 million in the December 2013 quarter
- 159% sales growth in the second quarter of trading in the Online Shopping Division
- Continued investment in Online Shopping Division

Shoply Limited (**Shoply** or the **Company**) presents its consolidated Quarterly Cash Flow Report for the quarter ended 31 December 2013.

For the quarter ended December 2013, the Company continued investment to support the growth plan for the Online Shopping Division and the increased focus to an online shopping company from an online advertising company.

- Cash receipts were up from the previous quarter by 11% from \$0.70M to \$0.78M.
- Cash receipts from the Online Shopping Division in its second full quarter of trade were up 159% from the previous quarter.
- Cash receipts for the Online Advertising Division were down 29% from the previous quarter, due to decreasing sales from the Footar product.
- Net operating cash outflow for the quarter was \$0.24M, due to the continued investment in the Online Shopping Division.
- Cash at bank as at 31 December 2013 was \$0.89M.
- In line with the Company's previously stated growth strategy, the Company acquired Eljo.com.au in November 2013, now the third online store operated by Shoply. Following its recommencement of trading in November, Eljo.com.au has experienced strong sales growth from a low base and had a successful Christmas trading period.
- Total Group costs were in line with management expectations, with the continuing investment in the Online Shopping Division.

Shoply's strategy to become a leading Australian online shopping company continues to build momentum with encouraging revenue growth in the Online Shopping Division over the quarter. Pleasingly, the Division has largely averted the traditionally weaker post Christmas trading period for the retail industry with year to date revenues exceeding internal budgets.

The Company remains committed to the increased focus on its Online Shopping Division through investing funds into creating and acquiring new revenue streams. A number of acquisition opportunities are continuing to be assessed and the Company anticipates being able to conclude at least one of these in the current quarter.

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For further information contact:

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**About Shoply Limited**

Shoply is an Online Shopping and Online Advertising business focusing on the retail sale of consumer goods and distribution of advertising to publishers and publisher networks.

<http://www.shoply.com.au>

# Appendix 4C

## Quarterly report for entities admitted on the basis of commitments

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10

Name of entity

Shoply Limited

ABN

93 085 545 973

Quarter ended ("current quarter")

31 December 2013

### Consolidated statement of cash flows

<b>Cash flows related to operating activities</b>	Current quarter \$A'000	Year to date ( 6 months) \$A'000
1.1 Receipts from customers	784	1,491
1.2 Payments for (a) staff costs	(246)	(482)
(b) advertising and marketing		
(c) research and development	-	-
(d) leased assets	-	-
(e) other working capital	(785)	(1,401)
1.3 Dividends received		
1.4 Interest and other items of a similar nature received	5	7
1.5 Interest and other costs of finance paid	(1)	(2)
1.6 Income taxes paid	-	-
1.7 Other (provide details if material)	-	-
<b>Net operating cash flows</b>	<b>(243)</b>	<b>(387)</b>

+ See chapter 19 for defined terms.

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**Quarterly report for entities**  
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	Current quarter \$A'000	Year to date ( 6 months) \$A'000
1.8 Net operating cash flows (carried forward)	<b>(243)</b>	<b>(387)</b>
<b>Cash flows related to investing activities</b>		
1.9 Payment for acquisition of:	-	-
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	(42)	(87)
(e) other non-current assets	-	-
1.10 Proceeds from disposal of:		
(a) businesses (item 5)	-	-
(b) equity investments	-	-
(c) intellectual property	-	-
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.11 Loans to other entities	-	-
1.12 Loans repaid by other entities	-	-
1.13 Other (provide details if material)	-	-
	(42)	(87)
<b>Net investing cash flows</b>		
1.14 <b>Total operating and investing cash flows</b>	<b>(285)</b>	<b>(474)</b>
<b>Cash flows related to financing activities</b>		
1.15 Proceeds from issues of shares, options, etc.	856	856
1.16 Proceeds from sale of forfeited shares	-	-
1.17 Proceeds from borrowings	-	-
1.18 Repayment of borrowings	-	-
1.19 Dividends paid	-	-
1.20 Other (Capital Raising Cost)	(55)	(55)
	801	801
<b>Net financing cash flows</b>		
<b>Net increase (decrease) in cash held</b>	<b>516</b>	<b>327</b>
1.21 Cash at beginning of quarter/year to date	375	564
1.22 Exchange rate adjustments to item 1.20	-	-
1.23 <b>Cash at end of quarter</b>	<b>891</b>	<b>891</b>

+ See chapter 19 for defined terms.

**Payments to directors of the entity and associates of the directors**

**Payments to related entities of the entity and associates of the related entities**

		Current quarter \$A'000
1.24	Aggregate amount of payments to the parties included in item 1.2	41
1.25	Aggregate amount of loans to the parties included in item 1.11	-

1.26 Explanation necessary for an understanding of the transactions

**Non-cash financing and investing activities**

2.1 Details of financing and investing transactions which have had a material effect on consolidated assets and liabilities but did not involve cash flows

2.2 Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest

**Financing facilities available**

*Add notes as necessary for an understanding of the position.*

		Amount available \$A'000	Amount used \$A'000
3.1	Loan facilities	5,000	-
3.2	Credit standby arrangements	-	-

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**Reconciliation of cash**

Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows.		Current quarter \$A'000	Previous quarter \$A'000
4.1	Cash on hand and at bank	891	375
4.2	Deposits at call	-	-
4.3	Bank overdraft	-	-
4.4	Other (provide details)	-	-
<b>Total: cash at end of quarter</b> (item 1.23)		891	375

**Acquisitions and disposals of business entities**

		Acquisitions (Item 1.9(a))	Disposals (Item 1.10(a))
5.1	Name of entity	-	-
5.2	Place of incorporation or registration	-	-
5.3	Consideration for acquisition or disposal	-	-
5.4	Total net assets	-	-
5.5	Nature of business	-	-

**Compliance statement**

- 1 This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act (except to the extent that information is not required because of note 2) or other standards acceptable to ASX.
- 2 This statement does give a true and fair view of the matters disclosed.

Authorised for electronic lodgement by Simon Crean, **Chief Executive Officer**, on 30 January 2014

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## Notes

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity wanting to disclose additional information is encouraged to do so, in a note or notes attached to this report.
2. The definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report except for any additional disclosure requirements requested by AASB 107 that are not already itemised in this report.
3. **Accounting Standards.** ASX will accept, for example, the use of International Financial Reporting Standards for foreign entities. If the standards used do not address a topic, the Australian standard on that topic (if any) must be complied with.

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