



13 February 2014

Ms Simone Papas
Adviser, Listings (Melbourne)
ASX Compliance Pty Limited
Level 4 North Tower
525 Collins Street
Melbourne VIC 3000

By email only: Simone.Papas@asx.com.au

Dear Simone

REQUEST FOR TRADING HALT

Shoply Limited (the **Company**) requests an immediate halt to the trading of the Company's ordinary shares and options quoted on the Australian Securities Exchange (**ASX**) in accordance with ASX Listing Rule 17.1.

The trading halt is requested pending an announcement to be made by the Company to the market in connection with a proposed acquisition.

In accordance with Listing Rule 17.1, the Company provides the following information in relation to the request:

1. The trading halt is necessary to assist the Company in managing its continuous disclosure obligations as the Company expects to make a material announcement to the market in relation to a proposed acquisition.
2. The Company requests that the trading halt remains in place until the earlier of commencement of normal trading on Monday 17 February 2014, or when the announcement regarding the proposed acquisition is released to the market.
3. The Company expects to make the announcement to the market before the commencement of normal trading on Monday 17 February 2014.
4. The Company is not aware of any reason why the trading halt should not be granted or of any further information necessary to inform the market about the trading halt.

Please contact me if you require any further information concerning this matter.

Yours sincerely

A handwritten signature in black ink, appearing to read "Sophie", written over the text "Yours sincerely".

Sophie Karzis

Director & Company Secretary