

Shoply Limited

ASX:SHP

ASX and Media Release

12 March 2014

Rights Trading Commenced and Timetable

Shoply Limited (**Shoply** or the **Company**) confirms that the rights under its recently announced pro-rata renounceable rights issue have commenced trading today, and Shoply's ordinary shares are quoted on an ex basis today.

The Rights Issue offer will open on Wednesday 19 March 2014, and the Company's Prospectus and an accompanying personalised Entitlement and Acceptance Form will be mailed on that date to all eligible shareholders (being shareholders who have a registered address in Australia or New Zealand as at 7.00pm AEDT on 18 March 2014). The Company confirms that the Rights Issue will be undertaken in accordance with the following timetable:

Event	Proposed date (2014)
Announcement date	Tuesday 4 March
Prospectus lodged with ASIC and ASX	Friday 7 March
Option holders were sent a letter notifying them of the Rights Issue	Friday 7 March
Shareholders were sent a letter notifying them of the Rights Issue	Tuesday 11 March
Shares quoted "ex-rights" and rights commence trading	Wednesday 12 March
Record Date (7:00pm Melbourne time)	Tuesday 18 March
Prospectus and Application Form is sent to all eligible shareholders	Wednesday 19 March
Rights issue opens	Wednesday 19 March
Rights trading ends	Wednesday 26 March
New shares and options quoted on a deferred settlement basis	Thursday 27 March
Rights issue closes (5:00pm Melbourne time)	Wednesday 2 April
ASX notified of under-subscriptions	Thursday 3 April
Issue date and end of deferred settlement trading	Thursday 10 April
New shares and free attaching options expected to commence trading on a normal basis	Friday 11 April

-ENDS

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>