



Shoply Limited
ASX:SHP

29 May 2014

ASX and Media Release

Notification of Expiry of Listed Options (ASX: SHPO)

Shoply Limited (**Shoply**) advises that the attached letter has been sent to holders of Shoply listed options (ASX: SHPO) exercisable at 1.5 cents on or before 30 June 2014, as notification of the expiry of their options on 30 June 2014.

-ENDS

For further information contact:

Simon Crean

Chief Executive Officer

M: + 61 433 777 717

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>

27 May 2014

Dear Option Holder

**YOUR OPTIONS TO ACQUIRE SHOPLY LIMITED SHARES AT \$0.015 PER SHARE EXPIRE ON
30 JUNE 2014**

We are writing to you as a registered holder of options (ASX: SHPO) in Shoply Limited (exercisable at \$0.015 on or before 30 June 2014) (**Options**) to remind you that the Options will expire at 5:00pm (AEST) on 30 June 2014.

Your Option holding may be exercised in **whole or in part** by payment of \$0.015 for each Option by no later than 30 June 2014. If payment is not received by 5:00pm (AEST) on 30 June 2014 the Options will lapse and all rights under the Options will cease at that time.

The courses of action available to you as a holder of these soon to expire Options are:

- a) Exercise the Options on or before 5.00pm (AEST) on 30 June 2014.
- b) Sell your Options. Quotation of the Options will cease at the close of trading on 23 June 2014.
- c) Do nothing (i.e. allow your Options to expire). If you do not exercise or sell your Options they will expire on 30 June 2014 and your right to subscribe for ordinary shares in Shoply Limited at \$0.015 per share will lapse.

There is no obligation on Options holders to exercise their Options. However, under paragraph 6.1 of Appendix 6A of the Australian Securities Exchange (**ASX**) Listing Rules, the Company is required to advise Option holders of the information contained in this notice.

The market sale price of ordinary shares in Shoply Limited on ASX was \$0.021 on 26 May 2014, being the last trading day in Melbourne prior to the date of this notice.

During the three (3) months preceding the date of this notice:

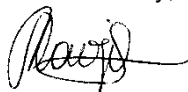
- the highest market sale price of ordinary shares on ASX was \$0.036 cents on 27 February 2014; and
- the lowest market sale price of ordinary shares on ASX was \$0.018 cents on 19 May 2014.

If you wish to exercise your Options you must complete your personalised "Option Exercise Notice" form accompanying this letter and forward it together with payment of \$0.015 per Option in accordance with the instructions on the form. Your completed form and payment (in clear funds) must be received no later than 5:00pm AEST) on **30 June 2014**.

If you have not received a personalised Option Exercise Notice form, or if you have any queries on how to complete the form, please contact the Company's share registry, Computershare Investor Services Pty Limited on 1300 850 505 (within Australia) or +61 3 9415 4000 (outside Australia) from 8.30am to 5.00pm (Melbourne time) Monday to Friday.

If you have any queries or questions in relation to the details of the Options or the Company in general, you should contact the Company Secretary of Shoply Limited.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Sophie Karzis".

Sophie Karzis
COMPANY SECRETARY
T 03 9286 7500
E sk@ccounsel.com.au



Shoply Limited

ABN 93 085 545 973

For all enquiries:

Phone:



Company Phone Number +61 3 9286 7500

000001 000 SHP
MR SAM SAMPLE
123 SAMPLE STREET
SAMPLETOWN VIC 3000

Make your payment:



See overleaf for details of the Offer and how to make your payment

Option Expiry Notice

Options exercisable at \$0.015 each expiring at 5:00pm (AEST) 30 June 2014

This is an important document that requires your immediate attention.

It can only be used in relation to the Optionholding represented by the details printed overleaf. If you are in doubt about how to deal with this form, please contact your financial or other professional adviser.

You are reminded that the Options to subscribe for Fully Paid Ordinary Shares in the capital of Shoply Limited (the Company) registered in your name expire at 5:00pm (AEST) 30 June 2014. These Options are exercisable wholly or in part by the payment of \$0.015 for each Option exercised. Payment must be received via BPAY or at the address overleaf by 5:00pm (AEST) 30 June 2014. For every one Option exercised, the Optionholder will be issued one Fully Paid Ordinary Share in the capital of Shoply Limited.

Options not exercised by 5:00pm (AEST) 30 June 2014 will lapse.

Step 1: Registration and Offer Details

Please check the details provided and update your address via www.investorcentre.com if any of the details are incorrect.

If you have a CHESS sponsored holding, please contact your Controlling Participant to notify a change of address.

Step 2: Make Your Payment

You can exercise either all or some of your Options. Enter the number of Options you wish to exercise and the amount of payment for those exercised Options.

Turn over for details of the Offer →

Choose one of the payment methods shown below.

BPAY®: See overleaf. Do not return the payment slip if making payment by BPAY.

By Mail: Complete the reverse side of the payment slip and detach and return with your payment. Make your cheque, bank draft or money order payable in Australian dollars to "**Shoply Limited**" and cross "**Not Negotiable**". The cheque must be drawn from an Australian bank. Cash is not accepted.

Payment will be processed on the day of receipt and as such, sufficient cleared funds must be held in your account as cheques cannot be re-presented and may result in your Form being rejected. Paperclip (do not staple) your cheque(s) to the payment slip. Receipts will not be forwarded. Funds cannot be debited directly from your account.

Entering your contact details is not compulsory, but will assist us if we need to contact you.

By submitting either an electronic payment or this Options Expiry Notice:

- I/We confirm that I/we agree to all of the terms and conditions as detailed in the Prospectus dated 2 March 2012;
- I/We request that you allot me/us the number of shares applied for and I/we agree to accept such shares subject to the Constitution of the Company; and
- I/We authorise you to register me/us as the holder(s) of the shares to be allotted and place my/our name on the register.

Shoply Limited Option Expiry Notice


Payment must be received by 5:00pm (AEST) 30 June 2014

© Registered to BPAY Pty Limited ABN 69 079 137 518

Option Expiry Notice

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STEP 1 Registration & Optionholding Details

 For your security keep your SRN/
HIN confidential.

Registration Details: MR SAM SAMPLE
123 SAMPLE STREET
SAMPLETOWN VIC 3000

Entitlement No: 12345678

Optionholding Details: Number of Options (ASX code: SHPO) registered
in your name as at xx May 2014:

4,000


Amount payable on full exercise of
Options at \$0.015 per Option:

\$0.01

Number of Shares to be
issued on full exercise:

1

STEP 2 Make Your Payment

	Billier Code: 999999 Ref No: 1234 5678 9123 4567 89
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Pay by Mail:



Make your cheque, bank draft or money order payable to "**Shoply Limited**" and
cross "**Not Negotiable**".

Return your cheque, bank draft or money order with the payment slip to:

Shoply Limited
c/- Computershare Investor Services Pty Limited
GPO BOX 505 Melbourne Victoria 3001 Australia

Contact your financial institution to make your
payment from your cheque or savings
account.

Lodgement of Acceptance

If you are exercising your Options and your payment is being made by BPAY, you do not need to return the payment slip. Your payment must be received by no later than **5:00pm (AEST) 30 June 2014**. Applicants should be aware that their own financial institution may implement earlier cut off times with regards to electronic payment, and should therefore take this into consideration when making payment. Neither Computershare Investor Services Pty Limited ("CIS") nor the Company accepts any responsibility for loss incurred through incorrectly completed BPAY payments. It is the responsibility of the applicant to ensure that funds submitted through BPAY are received by this time. If you are paying by cheque, bank draft or money order the payment slip must be received by CIS by no later than **5:00pm (AEST) 30 June 2014**. You should allow sufficient time for this to occur. A reply paid envelope is enclosed for shareholders in Australia. Shareholders outside Australia will need to affix the appropriate postage. Neither CIS nor the Company accepts any responsibility if you lodge the payment slip at any other address or by any other means.

Privacy Notice

We collect the personal information you provide us in order to enable us to provide you with registry related services, inform you of our other products and services, perform administrative and operational functions and prevent fraud or crime or where otherwise required or authorised by law. In addition, the issuer of your securityholding may authorise us on their behalf to send you marketing material or include such material in a corporate communication. We may be required to collect your personal information under the Corporations Act 2001 (Cth) and ASX Settlement Operating Rules. We may disclose your personal information to our related bodies corporate and to other individuals or companies who assist us in supplying our services or who perform functions on our behalf, to issuers for whom we maintain securities registers or to third parties upon direction by the issuer where related to the issuers administration of the securityholding, or where you have otherwise agreed we may disclose it. Some of these recipients may be located outside Australia, including in the following countries: Canada, India, New Zealand, the Philippines, the United Kingdom and the United States of America. For further details, including how to access and correct your personal information, and information on our privacy complaints handling procedure, please contact our Privacy Officer at Privacy@computershare.com.au or see our Privacy Policy at <http://www.computershare.com/au/help/Pages/privacy-policies.aspx>.

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Exercise Payment Details

Number of Options exercised:

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Amount enclosed at \$0.015 per
Option exercised:

A\$

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Entitlement No: 12345678

Payment must be received by 5:00pm (AEST) 30 June 2014

MR SAM SAMPLE
123 SAMPLE STREET
SAMPLETOWN VIC 3000

Contact Details

Contact Name _____ **Daytime Telephone** _____

Cheque Details

Drawer	Cheque Number	BSB Number	Account Number	Amount of Cheque
				A\$

123456789123456789+000000001-3051+14