

Shoply Limited

ASX:SHP

12 June 2014

ASX and Media Release

Publication of Article on 'The Next Tech Stock' website

Shoply Limited (**Shoply** or the **Company**) is pleased to announce the publication of an article on the Company on the Next Investors website. The article provides research and commentary on online retail spending in Australia and the e-commerce sector in general, as well as the Company's strategy to build its retail online shopping business.

The article also mentions that the Company has recently completed a spate of acquisitions of small and medium sized Australian online retailers covering consumer electronics, homewares, kitchenwares and baby products.

The article, titled "*ASX Tech Junior: Final Nail in the 'Bricks & Mortar' Retail Coffin?*" is available for review at the Next Tech Stock section of the Next Investors' website (<http://www.nexttechstock.com>).

-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>