

Shoply Ltd ASX:SHP

7 July 2014

ASX and Media Release

Shoply broadens its consumer product categories with the launch of ToyStore.com.au

- Shoply enters the growing online toy market currently valued at \$86 million per annum in Australia, with growth of approx. 25% per annum
- Online toy category growth driven by increasing population under 14 years of age and Generation Y entering parenthood
- New toy category will leverage the growing base of Shoply shoppers and existing distribution infrastructure

Shoply Limited (Shoply or the Company) is pleased to announce the broadening of its product categories with the launch of ToyStore.com.au, an online toy retailer.

As part of Shoply's dual organic and acquisitive growth strategy, the ToyStore launch marks the Company's entry into the growing online toy market. ToyStore has been launched with approximately 500 products from the following household names:



Shoply CEO Simon Crean said: "The launch of ToyStore.com.au represents another milestone in the growth of Shoply. ToyStore adds another department to Shoply's consumer product offering and continues the company's dual-faceted organic and acquisitive growth strategy. ToyStore also provides the opportunity to further enhance our operating platform and our ability to develop new online consumer product category stores from scratch. Being mobile-ready, ToyStore.com.au allows us to support the increasingly mobile shopper, in this case, busy parents with young children."

ToyStore.com.au complements Shoply's existing position in Baby Products via the WowBaby.com.au online store. ToyStore also brings strong product and customer synergies with Shoply's consumer electronics site Eljo.com.au. Additionally, through developed cross-promotional strategies, ToyStore further assists in winning, servicing and retaining customers across all the consumer categories that Shoply operates in.

According to IBISWorld, the Online Toy market is worth \$86.5 million in annual sales with annual growth of 24.6% over the 2009 to 2014 period, and expected to reach \$123.6 million in 2019. The increasing population of iGeneration children and their tech-savvy Generation Y parents is driving this growth. Having closely analysed the Australian marketplace, Shoply believes there is a gap for an agile online-focused player in the Australian toy market that the company is looking to fill with ToyStore.com.au.

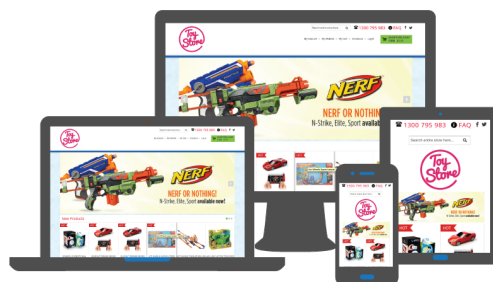
Shoply Shopping Categories (Departments)

Over the past 12 months Shoply has been acquiring or creating a position in a number of online retail markets including home, baby, and consumer electronics. Shoply intends to acquire or create leading market positions in key departments and then aggregate these departments into an online department store at Shoply.com.au.



Adaptive Shopping Experience

Throughout 2014 the Company has been developing a consolidated platform for the operation of its shopping experiences. ToyStore.com.au and WowBaby.com.au will both adapt to any device a Shoply customer is using including mobile, tablet and a variety of Internet capable devices.



The Company continues to assess a number of acquisition opportunities as it seeks to further expand its reach across and within a number of online shopping categories.

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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>