

Shoply Limited  
ASX:SHP

7 July 2014

## ASX and Media Release

### Expiry of SHPO Options and underwriting shortfall

Shoply Limited (**Shoply** or the **Company**) confirms that the Company's "SHPO" class of options quoted on the ASX, exercisable at \$0.015 (**Options**), expired on 30 June 2014.

As at the expiry date of the Options on 30 June 2014, there were 3,071,199 Options for which the Company had not received exercise notices. Accordingly, pursuant to the underwriting agreement between Shoply and Patersons Securities Limited (**Patersons**), under which Patersons agreed to act as underwriter for the exercise of the Options, Patersons and/or its sub-underwriters will be required to subscribe for the total shortfall of 3,071,199 underlying shares (**Shortfall Shares**).

Shoply expects that the Shortfall Shares will be issued by Monday 14 July 2014.

**-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>