

Shoply Ltd  
ASX:SHP

28 August 2014

## ASX and Media Release

### Shoply completes a transformational year

Shoply Limited (ASX: SHP) today announced its financial results for the 12 months ended 30 June 2014 (FY14), reporting a net loss of \$1.5 million. This result reflects the Company's closure of its Online Advertising division and the significant investment in transitioning Shoply to a pure-play Online Shopping company.

Commenting on the Company's transformational year, Shoply Chief Executive Officer Simon Crean said:

"The 2014 financial year has been an exciting year for Shoply. The company has implemented a focused strategy that at its core views the future of Shoply lying in the online retail market. Reflecting this strategy Shoply has invested heavily over the last 12 months to rapidly build a niche position in this segment of the market.

"Shoply has completed some significant acquisitions over the past 12 months, as well as launching new sites organically, and now has a scalable platform in place that will facilitate the further growth of the company. Revenues have been growing strongly each quarter, and we expect this growth to continue.

"We are very excited about the upcoming 12 months and the significant growth opportunities that lie in front of us. We look forward to capitalising on Shoply's business model and scalable infrastructure in order to become a leading ASX-listed online shopping company."

#### FY2014 key highlights:

- Revenue of \$1,656,743 from Online Shopping (\$931,550 was achieved in the last quarter of FY14)
- Completed six acquisitions over the year, including Your Home Depot and Warcom, and developed a proven model for acquiring and absorbing businesses
- Put in place a scalable platform that is capable of supporting substantial sales growth without significant further investment
- Built positions in a number of lucrative online shopping categories with strong growth dynamics and healthy margins

Shoply remains well funded with a cash balance of \$3,510,259 as at 30 June 2014, and 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.

**-ENDS**

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**About Shoply Limited**

Shoply is a fast growing ASX-listed online shopping Company. Shoply is rapidly executing a dual, acquisitive and organic growth strategy, acquiring or creating positions in attractive online retail categories. The categories will ultimately roll up to a Department Store at Shoply.com.au.

<http://www.shoply.com.au>