

Shoply Ltd - ASX:SHP

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ASX and Media Release

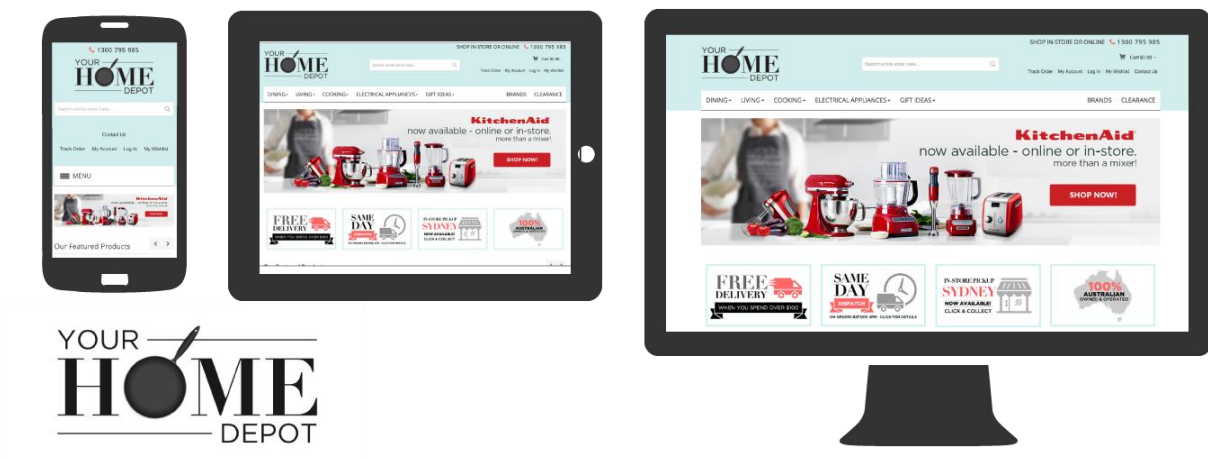
Shoply relaunches Your Home Depot to optimise mobile shopping

Shoply Limited (ASX: SHP) is pleased to announce the brand new multi-device shopping experience at yourhomedepot.com.au (YHD). Key highlights include:

- Improved shopping experience at YourHomeDepot.com.au
- Multi-device technology enables more convenient buying from computers, smartphones and tablets
- Flexibility for customers to purchase where and when they wish
- YHD Brand evolution aligning with the mid-to-premium kitchenware and diningware sold at yourhomedepot.com.au

A study conducted by Frost and Sullivan in June 2014 highlighted the growing trend amongst Australian consumers of smartphone usage. It found that 65% of the Australian population now own smartphones, 52% of which use them for mobile shopping or product research. Shoply is addressing the rapidly increasing demand for purchasing through mobile devices with the launch of the new YHD site which adapts to any electronic device a customer may be using, including traditional home computers, smartphones and tablets. Based on user analysis; Shoply believe that with a new and improved Mobile consumer experience, Mobile sales for the YHD website could increase in the vicinity of 10-15% over the next 12 months; leading to an increase in revenue for YHD.

The image below illustrates the changing landscape of devices a consumer now purchases from.



Shoply CEO, Simon Crean, said "I am very pleased that we are now able to offer our customers the convenience to shop from their smartphones and tablets in a seamless and effortless experience. Consumers are demanding trusted, competitively priced and convenient online shopping, and Shoply is positioning itself to capitalise on this growing trend. The improvements made to YourHomeDepot.com.au reflect the strength of our in-house development team, and highlight our commitment to investing in our key brands. We remain very excited by the growth opportunities in the burgeoning online retail market", said Mr Crean.

Shoply acquired YHD in June 2014, and the business has now been fully integrated. YHD offers high-end kitchenware, homewares and electrical appliances nationwide via its online website www.yourhomedepot.com.au. The website is supported by a warehouse facility located in Castle Hill approximately 24km north-west of Sydney's CBD. Current brands YHD offers include KitchenAid, Scanpan, Magimix, Bamix, Anolon, Simple Human, LED Lenser, Royal Doulton and many other well-known brands. YHD has a strong position in the kitchenware and homewares market and is well-recognised by customers Australia-wide.

Your Home Depot is available from any device at yourhomedepot.com.au.

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About Shoply Limited

Shoply's objective is to be a leading ASX listed online shopping company. Shoply is rapidly executing a dual, acquisitive and organic growth, strategy across vertical online retail categories.

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