

Shoply Ltd - ASX:SHP

27 February 2015

ASX and Media Release

Appendix 4D and Financial Report for the half-year ended 31 December 2014

Shoply Limited (**Shoply** or the **Company**) presents its Appendix 4D and consolidated Financial Report for the half-year ended 31 December 2014. Key highlights include:

- **A half year focused on integration of acquisitions and capitalising on the Christmas rush**
- **Revenue growth of 548% to \$8.4m**
- **Foundations for profitable growth set**
- **Creating economies of scale, continued investment in sales growth**
- **Shoply reaffirms its revenue forecast of \$18.0 million in FY15**

Commenting on the result, Shoply CEO Simon Crean said, "The transition of Shoply to a pure play online retailer is now fully progressed with the focus firmly on reaching the pivotal level where the business is self-sustaining and profitable. The performance and achievements over the half, driven by the integration of the Your Home Depot and Warcom businesses, provides reassurance that our organic and acquisitive growth strategies will deliver appropriate returns for our investors."

"Over the half we continued to invest in the integration and growth of recently acquired assets, capitalising on the Christmas period, while also seeking to contain expenses through an operational cost reduction program which was implemented during the second quarter", added Mr Crean.

Shoply ceased operations of its online advertising business at the end of June 2014. Over this transitional 6 months the business has moved rapidly from a low-volume business-to-business online advertising to a high-volume online shopping company. A summary of the key financial results the half year ended 31 December 2014 is as follows:

- Revenue was \$8,367,384, an increase of 548% over the previous corresponding period (2013: \$1,290,976) due to increasing sales from acquired online shopping assets
- The Group reported a loss of \$1,116,746 reflective of the investment in the integration, operations and growth of Your Home Depot and Warcom

- The consolidated entity generated net operating cash outflows of \$99,333 (2013: operating cash outflows \$386,760).
- The consolidated entity had cash of \$3,282,882 as at 31 December 2014 (30 June 2014: \$3,510,259).
- The consolidated entity had net assets of \$4,711,563 as at 31 December 2014 (30 June 2014: \$5,655,356).

Outlook

The Company remains very excited about its outlook as it continues to build scale in its operations, and reaffirms it is on target to achieve \$18 million in sales revenue this financial year.

Shoply CEO Simon Crean said, "The foundations for the business have been set. The Company remains committed to the acquisitive and organic growth plan and the goal of increased turnover, creating economies of scale and profitability."

"The dual track growth strategy, coupled with the continued strong growth in online shopping, ensures Shoply is very well positioned. We will continue to look for suitable acquisitions to increase scale and will continue to keep the market updated as developments occur."

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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, organic and acquisitive growth strategy, acquiring or creating positions in attractive retail categories.

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