

Shoply Ltd - ASX:SHP

13 March 2015

ASX and Media Release

Acquisition of eStore.com.au completed

Further to the announcement made by Shoply Limited (**Shoply**) on 3 March 2015, Shoply is pleased to announce that it has completed the acquisition of the business and assets which are used to operate the online retail website www.eStore.com.au (**eStore Business**), one of Australia's business technology eCommerce leaders.

The eStore Business has begun trading as part of the Shoply Group effective upon completion of the acquisition.

The eStore Business was founded in 1991 and has delivered to over 100,000 small business and home user customers in the last three years with an active mailing database of over 64,000 customers. The eStore business' key product offerings include software, networking, mobile computing, PCs, printing solutions and consumables.

-ENDS

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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>