

Shoply Limited - ASX: SHP

1 May 2015

ASX and Media Release

Appointment of Non-Executive Director

Shoply Limited (**Shoply**) is pleased to announce the appointment of Matthew Dickinson as Non-executive Director, effective immediately.

Mr Dickinson has been an internet entrepreneur, startup advisor & investor for the past 15 years. He founded the iMega Group, one of the world's first programmatic online ad-tech companies in 2005. Mr Dickinson scaled the iMega Group rapidly, with its global website audience reaching 2 million unique visitors per day and to \$8.6 Million EBIT in 3 years. The ASX listed Photon Group acquired iMega in an 8 figure deal.

He is known as Australia's first "growth hacker" and is one of Australia's most sought after start-up advisors in the online start-up community.

Mr Dickinson is unique in his capability to advise on board level strategy as well as "in the trenches" across all functional groups of an online business.

He is a mentor at Startmate (Australia's leading start-up accelerator) and has advised hundreds of founders in the past 10 years in Australia and the USA. He started the Worldsites business, one of the first digital web agencies in Australia, focused on helping SME's get results on the internet. He was also an e-commerce management consultant at KPMG & Cisco Systems. Mr Dickinson also worked across the family rag-trade business gaining experience in all facets of the retail and wholesale businesses.

He was awarded a scholarship for the coveted Business Information Technology (BIT) program at the University of Technology Sydney (UTS).

The Board welcomes Mr Dickinson to the Board and looks forward to his contribution to Shoply. An Appendix 3X (Initial Director's Interest Notice) in relation to Mr Dickinson will follow shortly.

-ENDS

For further information contact:

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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>