



# Shoply – Gold Coast Investment Showcase

June 18, 2015



# Rapidly growing eCommerce Group



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Shoply corporate overview

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Attractive growth in online shopping market

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Strong customer proposition – premium brands at great prices

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Established track record and approaching economies of scale

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Dual growth strategy – organic and M&A

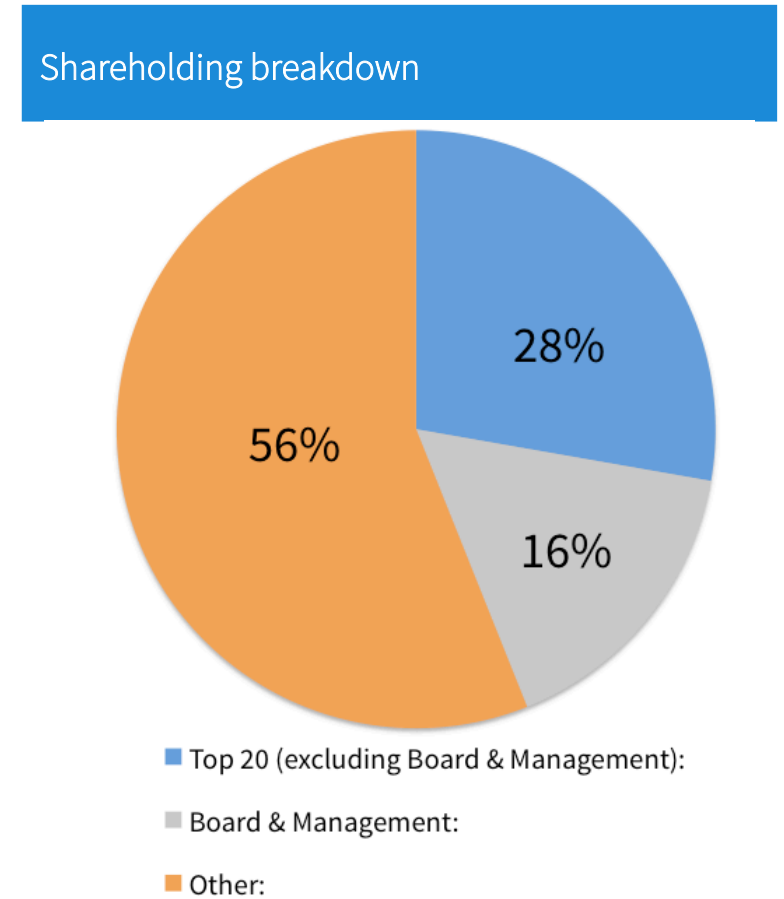
# Corporate snapshot



**Vision: To become a leading ASX-listed online shopping company, via organic growth and consolidation across targeted market segments.**

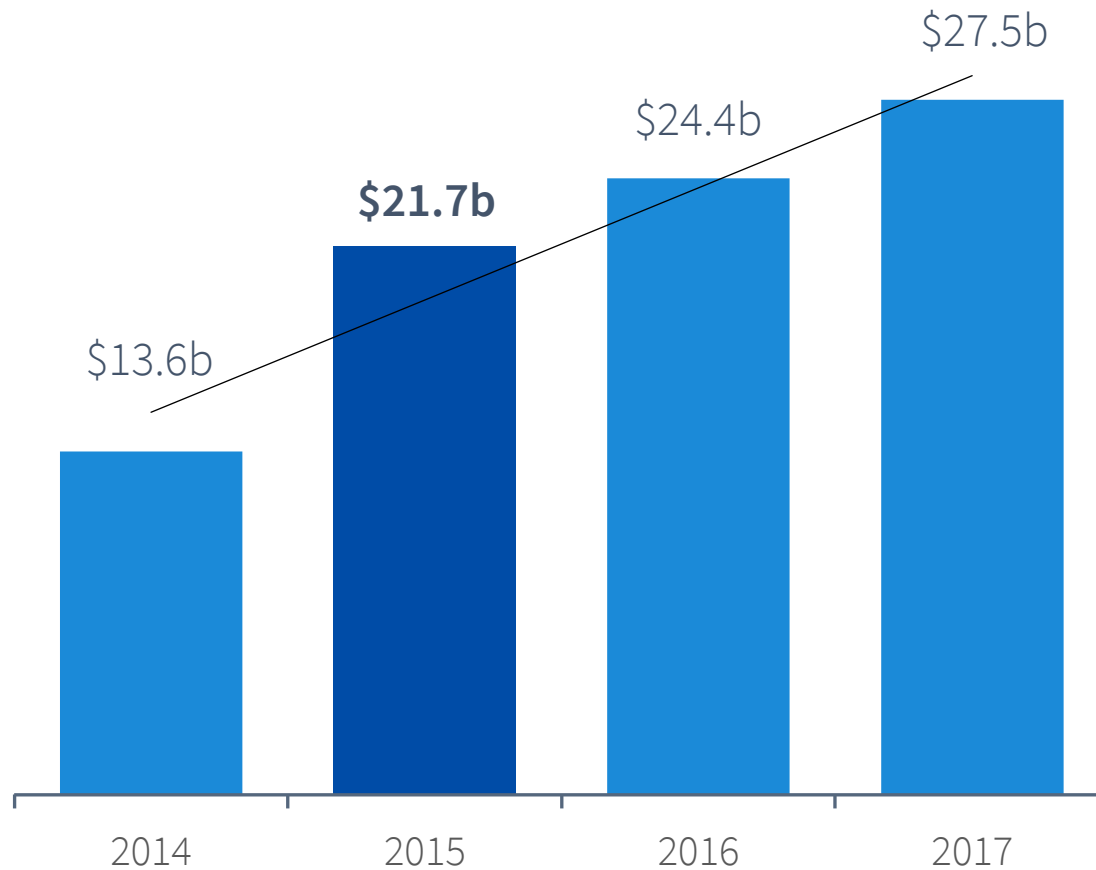
ASX Code: SHP	
Ordinary Shares	547m
Listed options (SHPOA, 3.5¢, 31/7/15)	60.0m
Unlisted options	12.6m
Market cap (@ 1.5 cents)	\$8.2m
Cash (31 March 2015)	\$2.6m

Directors & Senior Management
Simon Crean – Chief Executive Officer
Andrew Plympton – Chairman
Sophie Karzis – Non-Executive Director
Mark Goulopoulos – Non-Executive Director
Domenic Carosa – Non-Executive Director
Matt Dickinson – Non-Executive Director
Graeme Lay – Chief Financial Officer
Vaughan Clark – Chief Operating Officer



\*As of June 16, 2015

# Australian online shopping market



- ▶ The average Australian spent around \$600 online last year
- ▶ Australian online sales are predicted to be \$22b in 2015
- ▶ Growth is around twice the rate of the retail sector overall
- ▶ 12.6% compound annual growth rate for online is supported by more than just the price advantage

Source: Frost & Sullivan & Price Waterhouse Coopers (PWC) Joint Research

# Online shopping growth drivers



- ▶ Consumers seeking convenience and value for money
- ▶ Increasing level of sophistication and comfort amongst consumers
- ▶ Continued growth in consumers using mobile devices to browse and purchase products
- ▶ The entry of more online retailers and proliferation of group buying sites
- ▶ Product and service expansion by current online retailers and traditional bricks & mortar retailers improving their offerings



# Premium brands at great prices...all online

## Compelling customer proposition

- ▶ Shoply offers only leading consumer brands
  - ▶ brands bring customers to the site
  - ▶ brands already have a high level of customer trust
  - ▶ fosters strong supplier relationships
  - ▶ reduced risk to Shoply's brand and balance sheet for any product faults
- ▶ Trust acquired through established online brands and Australian ownership
- ▶ Hybrid inventory model for lower prices and convenience



# Shoply™



## Pure online retailer, positioned to capitalise on ecommerce growth fundamentals



# Shoply: where we are...



- ▶ Strong position in complementary markets
- ▶ Relevant customer databases for effective cross-selling
- ▶ Capacity to grow

← Currently operating in these segments : \$4.3BN – 35%<sup>1</sup> →

Market Segments	<b>Homewares &amp; Domestic Appliances</b> \$2.27BN 18.3%	<b>Computers &amp; Electronic Goods</b> \$2.03BN 16.4%
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Shoply Online Stores



\$18m FY 2015 forecast revenue

3.7m annual visits

330k active customers

182k email list

106 supplier partners

<sup>1</sup> IBISWorld Online Shopping in Australia October 2013

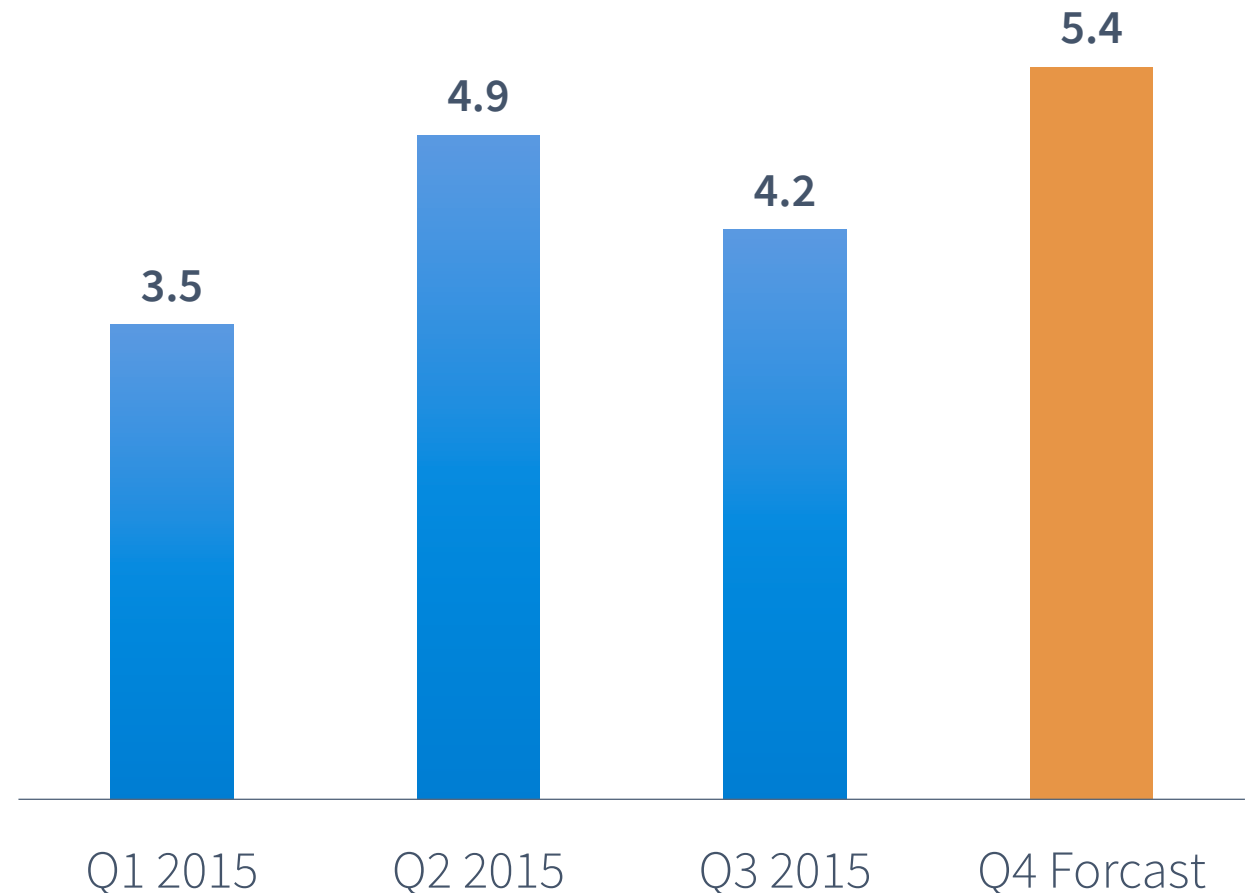
# Strong revenue growth

10 times revenue on FY14 driven by organic and acquisitive growth



- ▶ Key focus over last 12 months:
  - ▶ building online presence through acquisitions
  - ▶ integrating the new businesses
  - ▶ removing duplication to lower costs
  - ▶ building a scalable platform to allow future growth
- ▶ Opportunities for further growth:
  - ▶ further acquisition opportunities
  - ▶ additional scale benefits
  - ▶ increase marketing to build brand awareness and organic growth

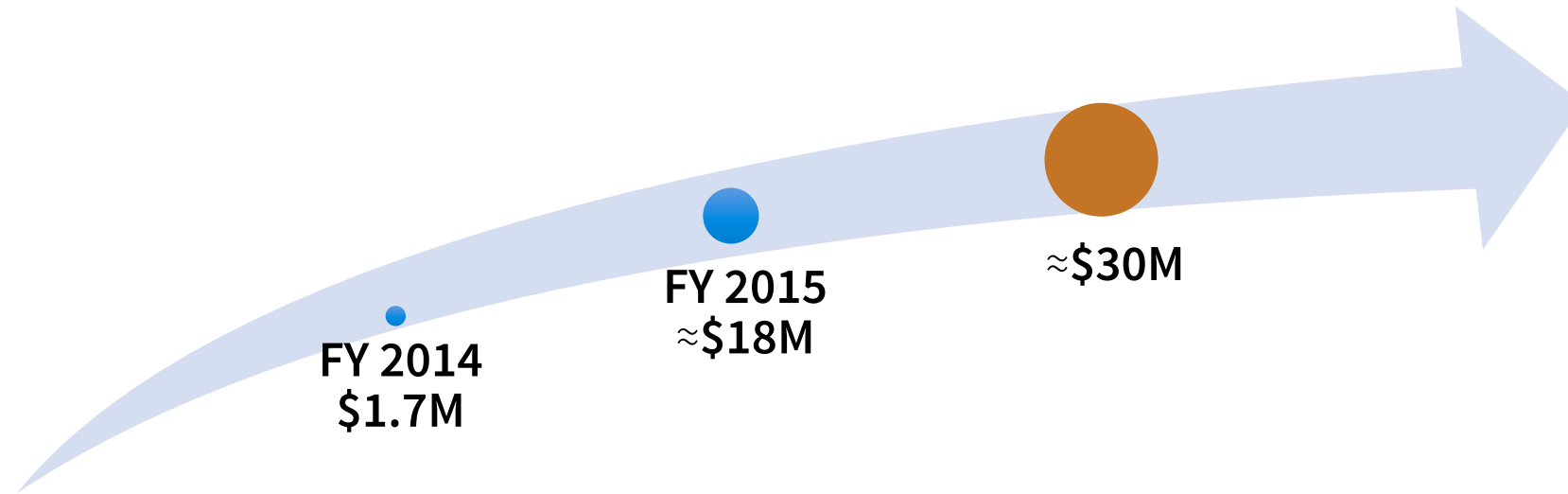
Online Shopping Sales (\$m)





# Moves Shoply closer to profitability

Targeting ~\$30m revenue through organic & acquisitive growth to achieve economies of scale



## Organic growth

- ▶ Increasing traffic and reaching new customers through new marketing channels
- ▶ Optimising conversion rate through A/B testing
- ▶ Expanding into new product categories
- ▶ Leveraging synergies from eStore acquisition

## Acquisitive growth

- ▶ Continuing to increase depth in kitchenware and office technology segments
- ▶ Continuing to pursue acquisitions in other attractive online retail categories

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# Investor Presentation

June 2015

