

Shoply Limited - ASX: SHP

1 October 2015

ASX and Media Release

Appointment of Alternate Director

Shoply Limited (**Shoply** or the **Company**) (ASX:SHP) advises that Mr Neville Christie has been appointed as an Alternate Director for Mr Domenic Carosa (Non-Executive Director), effective today 1 October 2015.

Whilst Mr Carosa continues to support Shoply in his capacity as Director and substantial shareholder of the Company, he anticipates a significant amount of overseas travel in the 2016 calendar year due to other commitments, and has accordingly appointed Mr Christie to act as his alternate director at any Board meeting at which Mr Carosa is not available to participate. The appointment will continue until Mr Carosa revokes it, or until Mr Carosa ceases to be a Director of Shoply.

Mr Neville Christie (BA, TSTC, MBA, Cert Gestalt Studies) has previously held roles as CEO, director and chairman of a number of private and public unlisted companies. As an entrepreneur, Mr Christie has built a number of successful businesses over the years, and has additionally been involved in the start-up and growth of over 200 businesses initiated by other entrepreneurs. Mr Christie brings to Shoply diverse experience from his roles within companies across various industries, ranging from start-up companies to mature organisations.

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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>