

Shoply Limited - ASX: SHP

5 October 2015

ASX and Media Release

Release of Shares from Voluntary Escrow

In accordance with Listing Rule 3.10A, Shoply Limited (**Shoply** or the **Company**) advises that 2,851,052 ordinary shares (**Escrowed Shares**) in the Company will be released from voluntary escrow on 17 October 2015 (being 10 business days from today).

The Escrowed Shares are held by the nominees of the vendor of the Warcom business which Shoply acquired in June 2014 (**Warcom Acquisition**) and were issued as deferred consideration for the Warcom Acquisition in accordance with the terms of the asset purchase agreement which governed the Warcom Acquisition (**Agreement**).

The Agreement provided that these shares were to remain in voluntary escrow for one year from the date of issue. The Escrowed Shares were issued on 17 October 2014 and so are due to be released from escrow on 17 October 2015.

For further information about the Warcom Acquisition, see the Company's ASX announcement which was released to the market on 12 June 2014.

-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>