



Shoply Limited – Annual General Meeting – November 10, 2015
Simon Crean – Chief Executive Officer



Shoply Ltd (ASX:SHP) has the objective to be a leading ASX-listed online shopping company by rapidly executing a dual strategy of organic and acquisitive growth.

Overview



- ▶ FY15 Achievements
- ▶ Shoply strategy
- ▶ FY15 summary
- ▶ FY16 Outlook
- ▶ Strengthened team
- ▶ Strong revenue growth
- ▶ Online shopping growth drivers
- ▶ Mid-market consolidator
- ▶ Ecommerce barriers to entry
- ▶ Summary

FY15 Achievements

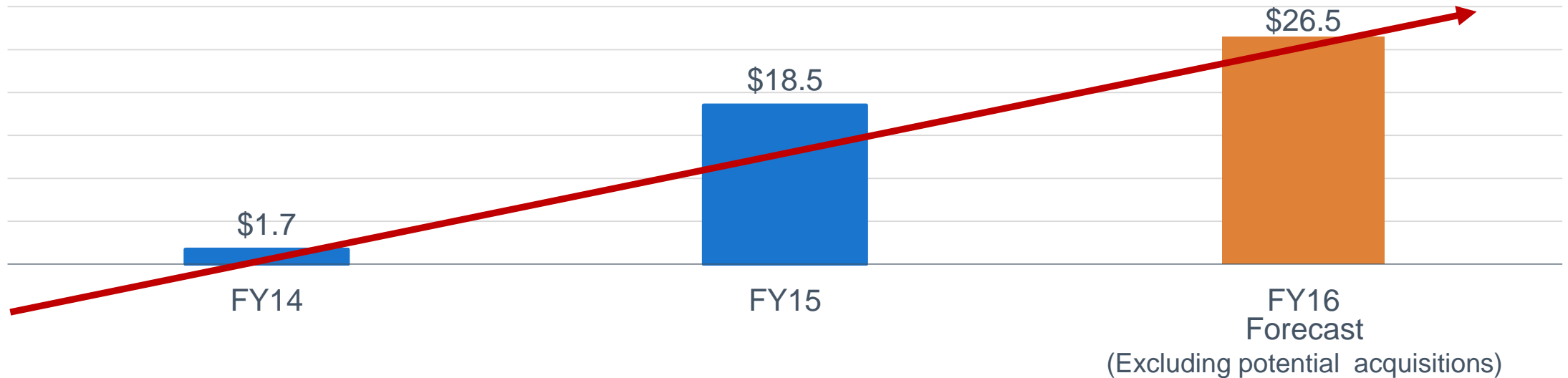


- ▶ Proven ability to acquire assets and accelerate their growth
- ▶ Now have a functional, operating and acquisition platform
- ▶ Uniquely positioned as a mid-market consolidator
- ▶ Projected 43% revenue growth – from \$18.5m to \$26.5m FY16, without further acquisitions
- ▶ Built a strong position in Ecommerce where barriers to entry are high

Acquisitions – Past 18 months



Growing revenues organically and through acquisition (\$m)



Proven ability to acquire assets and accelerate their growth.
Now an undervalued, growing investment opportunity.

Shoply growth strategy



Organic focus on sales and building the brands in the market

Strategic online shopping acquisitions at attractive multiples

Cost reduction through systemisation

Improved visibility on all sites with optimisation for mobile & tablet



Premium brands at great prices...all online **Shoply**TM

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
 - ▶ Brands/Suppliers contribute to market spend
- ▶ Trust acquired through established online brands and Australian ownership
- ▶ Hybrid inventory model for lower prices and convenience



KitchenAid

 **Office**

 **DeLonghi**

FUJITSU

 **SAMSUNG**

Breville

 **GLOBAL**

SCANPAN
DENMARK

Black Tie Service  **Plain Wrap Prices**

 **LG**  **SONY**

Strengthened team



Vaughan Clark
Chief Operating Officer

Joined: June 2014

Sales, marketing and operations executive manager with over 30 years' in retail and establishing cultures of operational excellence that deliver results.

Executive managerial experience gained in large scale online and offline retail from previous roles with DealsDirect, Telstra and Bob Jane T-Marts



Graeme Lay
Chief Financial Officer

Joined: September 2014

CPA / MBA with 28 years' experience in commercial accounting in industries including retail, manufacturing, warehousing and distribution and tertiary education.

Previous employers include Pacific Dunlop Limited, Boral Limited, Agri Energy Ltd and Deakin University. Experience in USA and UK consolidations and company secretarial work.



Matthew Dickinson
Non-Executive Director

Joined: May 2015

Founded iMega Group, growing it to multi-million dollar profit.

Known as Australia's first "growth hacker" and is one of Australia's most sought after start-up advisors over the past 15 years.



Lorenzo Coppa
Non-Executive Director

Joined: June 2015

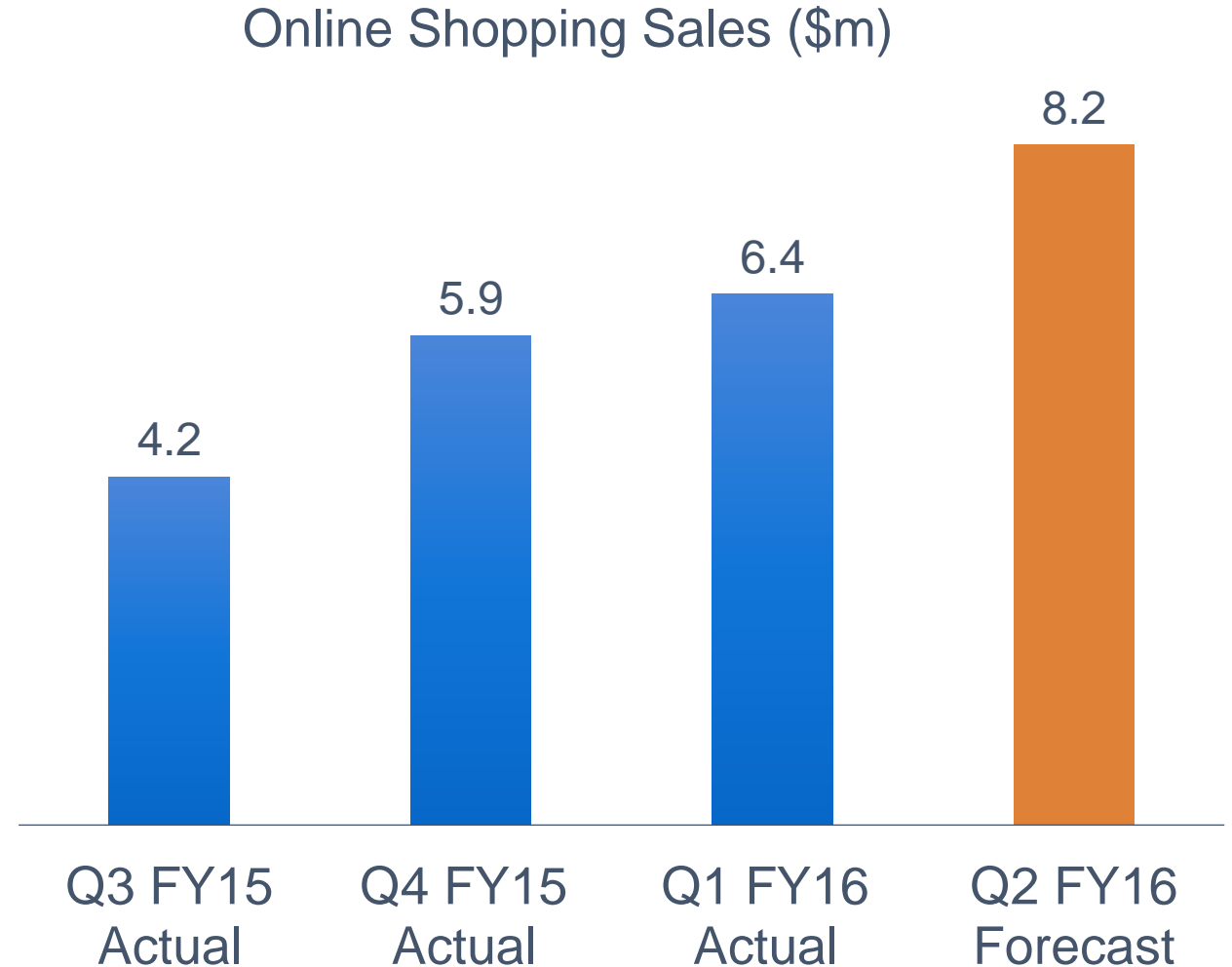
Founded City Software group of companies, an innovative market leader since 1991, and pioneered Australia's first IT online retail presence in 1994. Non-Executive Director and later served as Chairman of SteriHealth LTD since 2008, privatised the firm in 2014.

Strong revenue growth

According to the NAB Retail Sales Index Shoply's organic growth is 10 X faster than the market



- ▶ Key focus over last 12 months:
 - ▶ improving marketing and sales
 - ▶ reducing operational costs
 - ▶ improving operational systems
- ▶ Opportunities for further growth:
 - ▶ further acquisition opportunities
 - ▶ additional scale benefits
 - ▶ increase marketing to build brand awareness and organic growth



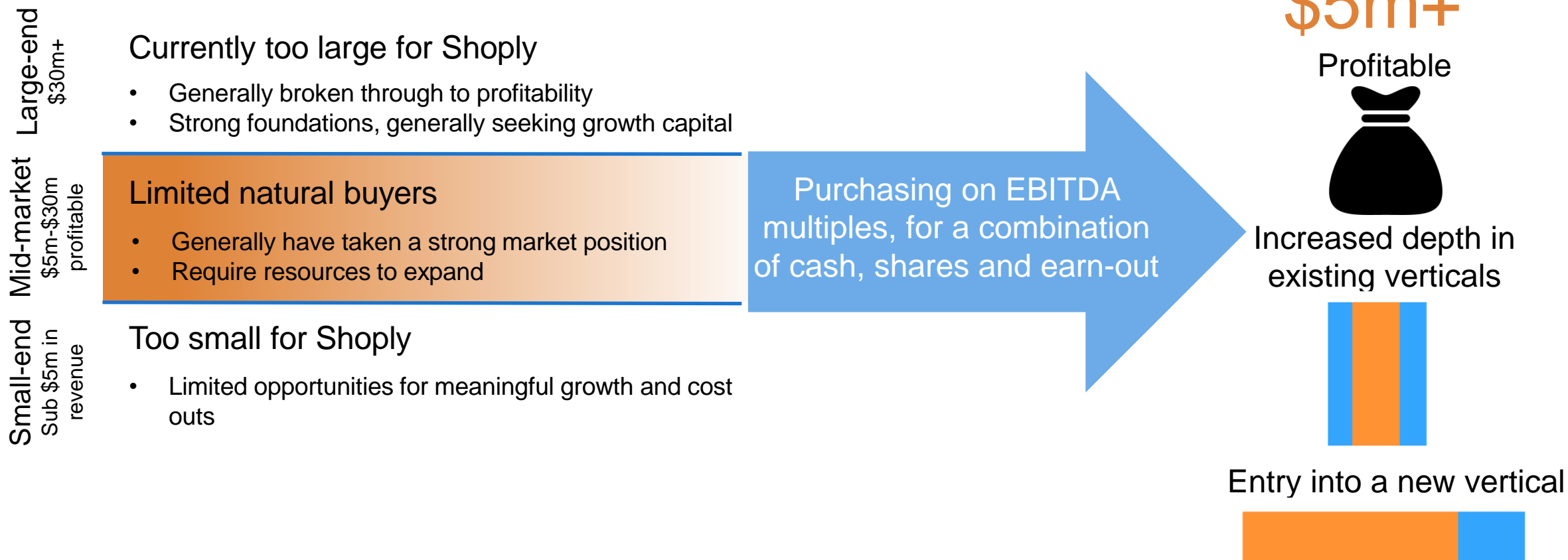
Online shopping growth drivers



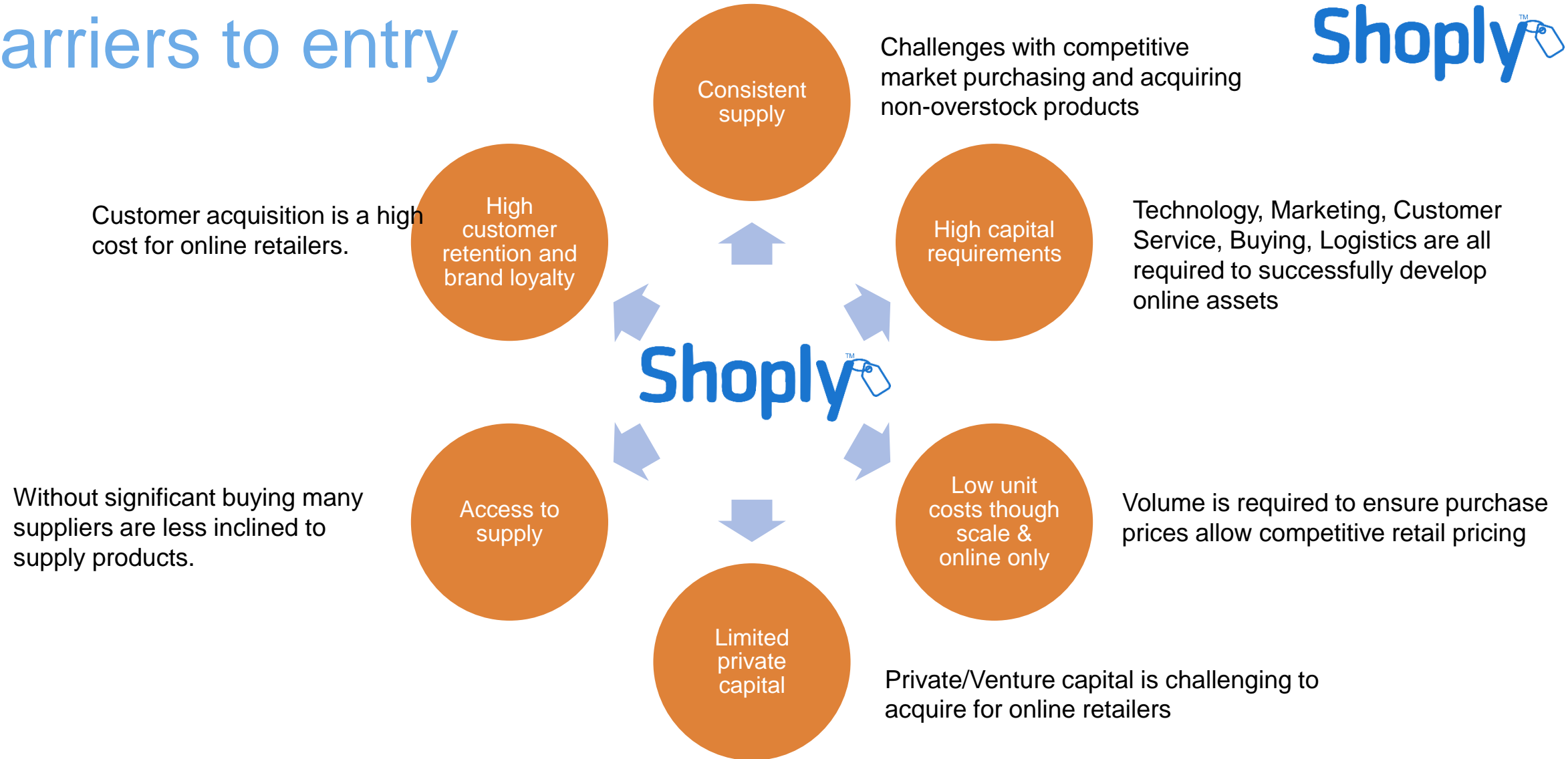
- ▶ Weaker AUD driving increased domestic purchasing. (Consumers paying ~30% more for USD products and 35% for EUR)
- ▶ \$1,000 GST threshold will be abolished in July 2017, further increasing domestic purchasing
- ▶ Consumers seeking convenience and value for money. The time and cost to park for shopping excursion continue to increase
- ▶ Continued growth in consumers using mobile devices to browse and purchase products
- ▶ Online retail still only represents ~8% of total retail in Australia



Mid-market consolidation opportunities



Barriers to entry



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