

Shoply Limited - ASX: SHP

11 December 2015

ASX and Media Release

Change of Alternate Director

Shoply Limited (**Shoply** or the **Company**) (ASX:SHP) advises that Mr Neville Christie, who was appointed as an Alternate Director for Mr Domenic Carosa (Non-Executive Director) on 1 October 2015, has resigned from his role as Alternate Director effective today, 11 December 2015. The Board takes this opportunity to thank Mr Christie for his contributions to the Company and wishes him well in his endeavours.

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 Holger Arians to act as his Alternate Director following the resignation of Mr Christie.

Mr Arians is authorised to act as Alternate Director to Mr Carosa at any Board meeting at which Mr Carosa is not available to participate. The appointment will continue until Mr Carosa revokes it, or if Mr Arians resigns as Alternate Director, or when Mr Carosa ceases to be a Director of Shoply.

Mr Arians is CEO of digital investment firm Dominet Digital Corporation (**Dominet**), where he manages a portfolio of early stage technology companies. Prior to joining Dominet, Mr Arians worked in corporate development in the German technology and military industry. Mr Arians holds an Executive MBA from ESSEC Business School in France and Mannheim Business School in Germany and is an alumnus of Harvard Business School.

An Appendix 3Z (final alternate director's interest notice) for Mr Christie and Appendix 3X (initial alternate director's interest notice) for Mr Arians 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>