

Shoply Limited - ASX: SHP

25 January 2016

ASX and Media Release

Release of Shares from Voluntary Escrow

In accordance with Listing Rule 3.10A, Shoply Limited (ASX:SHP) (**Shoply** or the **Company**) advises that 4,620,852 ordinary shares (**Escrowed Shares**) in the Company will be released from voluntary escrow on 9 February 2016 (being 10 business days from today).

The Escrowed Shares, which are subject to voluntary escrow provisions for 12 months from their date of issue, were issued on 9 February 2015 as deferred consideration for Shoply's acquisition of the Warcom business in June 2014 (**Warcom Acquisition**).

The Escrowed Shares are held by nominees of the vendor of the Warcom business, including Shoply's Chief Operating Officer Vaughan Clark, who holds approximately 2 million of the 4.6 million Escrowed Shares. Mr Clark, who continues to support the Company in his capacity as shareholder and member of Shoply's senior management, has advised the Company that he has no current intention of selling his shares notwithstanding their release from escrow.

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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>