



MARKET RELEASE

1 March 2016

Shoply Limited

TRADING HALT

The securities of Shoply Limited (the “Company”) will be placed in Trading Halt Session State at the request of the Company, pending the release of an announcement by the Company. Unless ASX decides otherwise, the securities will remain in Trading Halt Session State until the earlier of the commencement of normal trading on Thursday, 3 March 2016 or when the announcement is released to the market.

Security Code: SHP

John Johansson

ADVISER, LISTINGS COMPLIANCE (MELBOURNE)



1 March 2016

John Johansson
Adviser Listings Compliance (Melbourne)
ASX Compliance Pty Ltd
Level 4 North Tower Rialto 525 Collins Street
Melbourne VIC 3000

By email only: john.johansson@asx.com.au

Dear John

REQUEST FOR TRADING HALT

Shoply Limited (ASX:**SHP**) (the **Company**) requests an immediate halt to the trading of the Company's ordinary shares quoted on the Australian Securities Exchange (**ASX**), effective prior to commencement of normal trading today, Tuesday 1 March 2016, in accordance with ASX Listing Rule 17.1.

The trading halt is requested pending an announcement to be made by the Company to the market regarding a proposed material transaction (**Announcement**).

In accordance with Listing Rule 17.1, the Company provides the following information in relation to the request:

1. The trading halt is necessary to assist the Company in managing its continuous disclosure obligations as the Company expects to make the Announcement to the market in relation to a proposed material transaction.
2. The Company requests that the trading halt remains in place until the earlier of commencement of normal trading on Thursday 3 March 2016, or when the Announcement is released to the market.
3. The Company expects to make the Announcement to the market before the commencement of normal trading on Thursday 3 March 2016.
4. The Company is not aware of any reason why the trading halt should not be granted or of any further information necessary to inform the market about the trading halt.

Please contact me if you require any further information concerning this matter.

Yours sincerely

A handwritten signature in black ink, appearing to read "Alyn Tai", written over a light blue rectangular background.

Alyn Tai
Company Secretary