

13 March 2014

Shoply Ltd  
ASX:SHP

## ASX and Media Release

### Acquisition of WowBaby.com.au

- Shoply enters the online recreational goods category
- Online baby products market attractive and growing strongly
- Toystore.com.au Tier 1 Domain Name to leverage off Wow Baby
- Creates further synergy with the existing and growing base of Shoply shoppers

Shoply Limited (**Shoply** or the **Company**) is pleased to announce the acquisition of the assets of WowBaby.com.au, an online baby products retailer.

The WowBaby acquisition marks the entry into a third major online retail category for the Company and will complement the existing Homewares and Domestic Appliances, and Computers and Electronic Goods retail propositions.

According to IBISWorld, the Online Baby Products market is worth \$315m with a strong annual growth rate of 22% over the 2008 to 2013 period. This strong growth is expected to continue and is driven by convenience, cost competitiveness and the demand for more information on products by parents.

The WowBaby assets include the brand, software platform and code, selected third party relationships and contracts, and a small customer database.

The assets will be acquired for an undisclosed sum. The Company confirms however that the consideration for the acquisition is not substantial and represents less than 5% of the Company's equity interests as set out in the Company's financial report for the half-year ended 31 December 2013. The purchase will have minimal cost impact on the Company based on its recent investment in building a scalable online shopping platform that has the capability and flexibility to have newly launched or acquired businesses added quickly and cost effectively.

As announced on 4 February 2014, the Company has acquired the Tier 1 domain name [www.toystore.com.au](http://www.toystore.com.au) and will use this online store when launched later in 2014 to vertically expand in the online Recreational Goods Category. The supplier relationships gained via the WowBaby acquisition will form a key component of this strategy.

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The purchase of WowBaby marks the fifth acquisition by Shoply over the past 10 months and further signals the Company's intent of realising its vision of becoming a leading ASX listed online shopping Company.

Shoply now has an online store in the following market segments:



Shoply CEO Simon Crean said, "The purchase of WowBaby represents another step in our growth strategy. WowBaby also provides the opportunity to further test our operating platform and its ability to integrate acquisitions, and enter new market segments quickly. [WowBaby.com.au](http://WowBaby.com.au) is mobile-ready allowing us to support the increasingly mobile shopper, in this case, busy parents with babies and young children.

Today marks an important milestone in the Company's evolution as we expand into three large and growing market segments and accelerate our dual-faceted growth strategy."

The Company continues to assess a number of acquisition opportunities as it seeks to further expand its reach across and within a number of online shopping categories.

-ENDS

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### About Shoply Limited

Shoply is an Online Shopping and Online Advertising business focusing on the retail sale of consumer goods and distribution of advertising to publishers and publisher networks.

<http://www.shoply.com.au>

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