

Shoply Limited

(ASX:SHP)

18 December 2014

ASX and Media Release

Resignation of Director

The Board of Shoply Limited (**Shoply** or the **Company**) advises that Mr Damian London has resigned as Non-Executive Director due to an increasing number of commitments. Mr London's resignation is effective today 18 December 2014.

Mr London has been a Director of Shoply since 17 December 2009, and served as the Company's Chief Executive Officer between May 2011 and July 2013. Whilst Mr London is resigning as Director, he continues to be a major shareholder of the Company.

Mr Andrew Plympton, the Company's Chairman, said, "We thank Damian London for his outstanding contribution to the Company both as former CEO and Director. Damian has demonstrated considerable dedication to the Company and its shareholders over the last 5 years, and the Board is particularly grateful for his expertise and efforts in seeing the Company through a number of challenging transitional phases over the years. Damian has been integral to Shoply's achievements to date, and on behalf of the Board I thank him, and wish him all the best in his future endeavours."

An Appendix 3Z (Final Director's Interest Notice) in relation to Mr London 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, acquisitive and organic growth, strategy across vertical online retail categories.

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

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