

24 June 2015

ASX and Media Release

Appointment and Resignation of Director Change of Company Secretary

Appointment of Non-Executive Director

Shoply Limited (**Shoply** or the **Company**) is pleased to announce the appointment of Mr Lorenzo Coppa as Non-Executive Director, effective today 24 June 2015.

Mr Coppa founded the City Software group of companies (**City Software**) in 1991 and served as the CEO of City Software for nearly 25 years. City Software grew to be the nation's leading software reseller to small to medium businesses, charities, educational institutions, students and home users. Founded with \$32,000, City Software delivered \$1,000,000 revenue during its first year of trading, and successfully delivered the first IT reseller website in 1994. City Software later acquired the Software Warehouse and eStore businesses in 2001 and 2003 respectively, adding hardware to the software specialist range. Over the years, Mr Coppa built the largest independent online IT retailer in Australia. In 2015 Shoply acquired the eStore business, as announced to the market on 13 March 2015. Mr Coppa's experience and knowledge of online retail markets makes him an extremely valuable addition to the Shoply Board.

The Board welcomes Mr Coppa to the Board and looks forward to his contribution to Shoply. An Appendix 3X (Initial Director's Interest Notice) in relation to Mr Coppa will follow shortly.

Resignation of Non-Executive Director and Company Secretary

Shoply further advises that Ms Sophie Karzis has resigned as Non-Executive Director and Company Secretary of Shoply, effective today 24 June 2015.

The Board takes this opportunity to thank Ms Karzis for her contribution to the Company as Director and Company Secretary, and wishes her well in her future endeavours.

An Appendix 3Z (Final Director's Interest Notice) in relation to Ms Karzis will follow this announcement.

Appointment of Company Secretary

Following Ms Karzis' resignation as Secretary, Shoply advises that Ms Alyn Tai will be appointed as Company Secretary, effective today 24 June 2015.

-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>