

7 March 2014

Dear Option holder

Shoply Limited

Renounceable Rights Issue – Notification to Option holders

Today, Shoply Limited (**Shoply** or the **Company**) lodged a prospectus with the Australian Securities Exchange and the Australian Securities and Investments Commission in relation to a rights issue which offers shareholders the right to take up one new share for every five shares (**Rights Issue**) held as at 7.00pm AEDT on Tuesday, 18 March 2014 (**Record Date**) at an issue price of 3 cents per new share. Subscribers to the Rights Issue will also receive one free attaching option exercisable at 3.5 cents on or before 31 July 2015 for every 2 new shares subscribed.

The Rights Issue offer will only be made to eligible shareholders, being shareholders with registered addresses in Australia and New Zealand as at the Record Date.

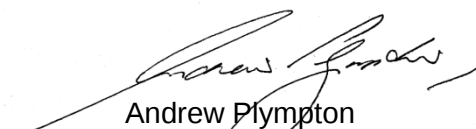
As at the date of this letter, you hold options over unissued shares in Shoply. If you want to ensure that you receive an entitlement to participate in the Rights Issue in relation to some or all of these unissued shares (assuming you have a registered address in Australia or New Zealand), you will need to exercise the appropriate number of your options by no later than Wednesday 12 March 2014, to allow sufficient time before the Record Date for underlying unissued shares to be issued to you.

If you are considering exercising options, please consider carefully if you should do so bearing in mind your personal circumstances, including considering the exercise price for any option. In addition, you are encouraged to read Shoply's prospectus lodged with ASX on 7 March 2014 containing the key terms of the Rights Issue.

If you have any queries in relation to:

- the Rights Issue, or how to exercise your options, please contact Shoply's Company Secretary Sophie Karzis on 03 9286 7500.
- your option holding – please contact Shoply's share registry on 1300 850 505 (within Australia) or +613 9415 4000 (outside Australia).

Yours faithfully

A handwritten signature in black ink, appearing to read "Andrew Plympton".

Andrew Plympton
Chairman