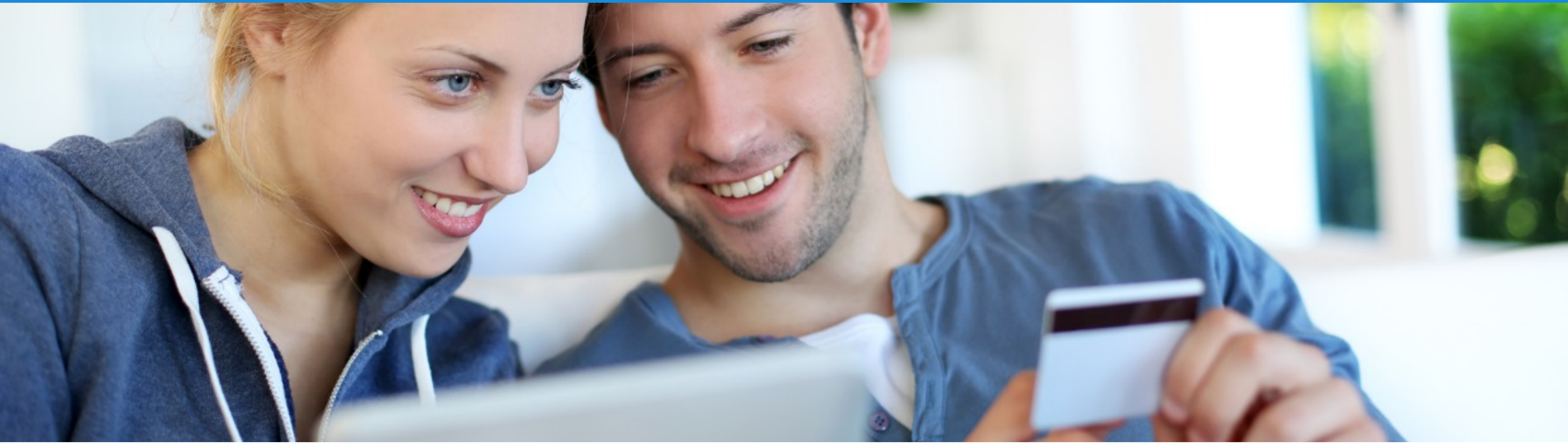


Shoply – Investor presentation

March 2015

Strongly positioned for growth

Shoply™

1. Strong customer proposition – premium brands at great prices
2. Scalable platform in place
3. Dual growth strategy – organic and M&A
4. Business moving closer to profitability
5. Attractive growth fundamentals in online retail market
6. Strong Board and management

Corporate overview

A rapidly growing eCommerce Group

Corporate snapshot

Shoply

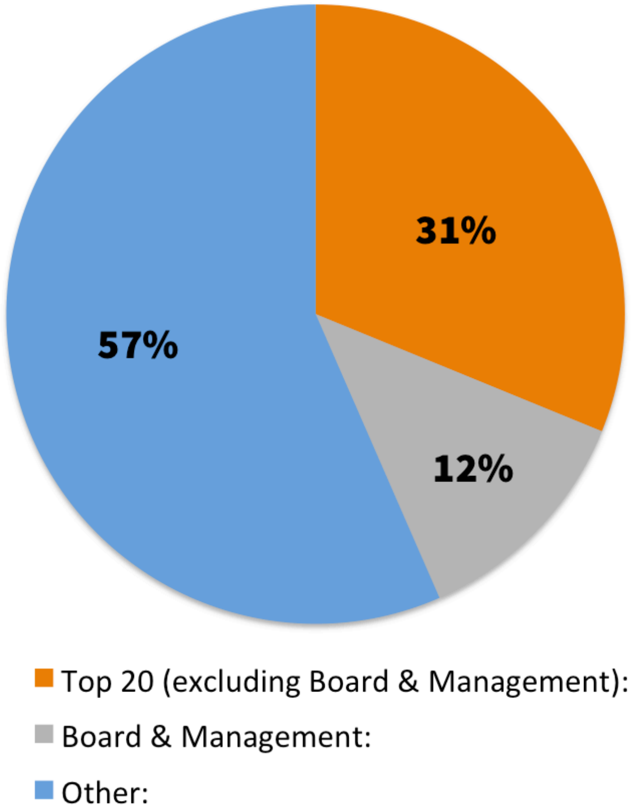
Vision: to become a leading ASX-listed online shopping company, via organic growth and consolidation across targeted market segments

ASX Code: SHP	
Ordinary Shares	529m
Listed options (SHPOA, 3.5¢, 31/7/15)	60.0m
Unlisted options	12.6m
Market cap (@ 1.6 cents)	$8.5m
Cash (31 December 2014)	$3.3m

*As of March 12, 2015

Directors & Senior Management
Simon Crean – CEO
Andrew Plympton – Chairman
Sophie Karzis – Non-Executive Director
Mark Goulopoulos – Non-Executive Director
Domenic Carosa – Non-Executive Director
Graeme Lay – CFO

Shareholding breakdown



A rapidly growing eCommerce group & mid-market consolidator

Shoply

- $18m FY 2015 Forecast revenue
- 3.7m annual visits
- 330k active customers
- 182k email list
- 106 supplier partners

Business-to-Consumer and Business-to-Business

YOUR HOME DEPOT

estore.com.au

WOW BABY

warcom www.warcom.com.au

home APPLIANCES

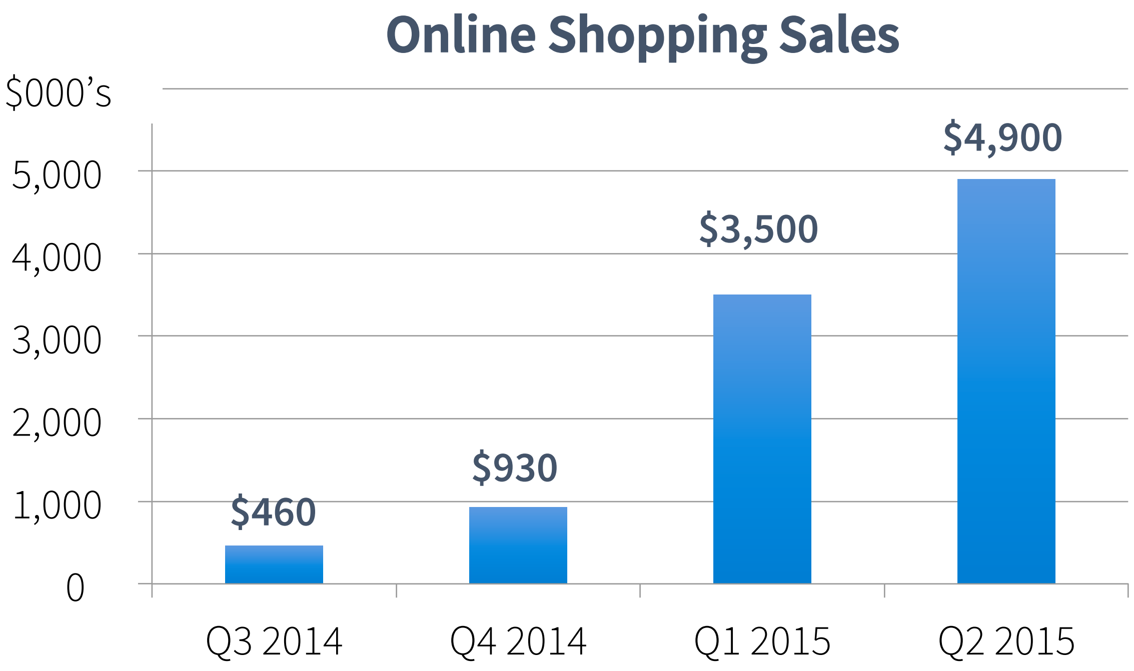
First-Half FY 2015

A half of acquisition integration and capitalising on Christmas

Financial summary First-Half FY15

transition of Shoply to a pure online retailer

- Revenue
  - 10 times revenue growth over the last four quarters
  - Continued integration and management of acquisitions
  - TV advertising in eastern states and increased email marketing to existing customers
  - Increased product range driving customer traffic
  - Expected revenue of $18m in FY 2015
- Profitability
  - Net loss of $1.1M for H1 2015
  - Investment in integrating and consolidating acquisitions
  - Increased investment in advertising for Christmas rush



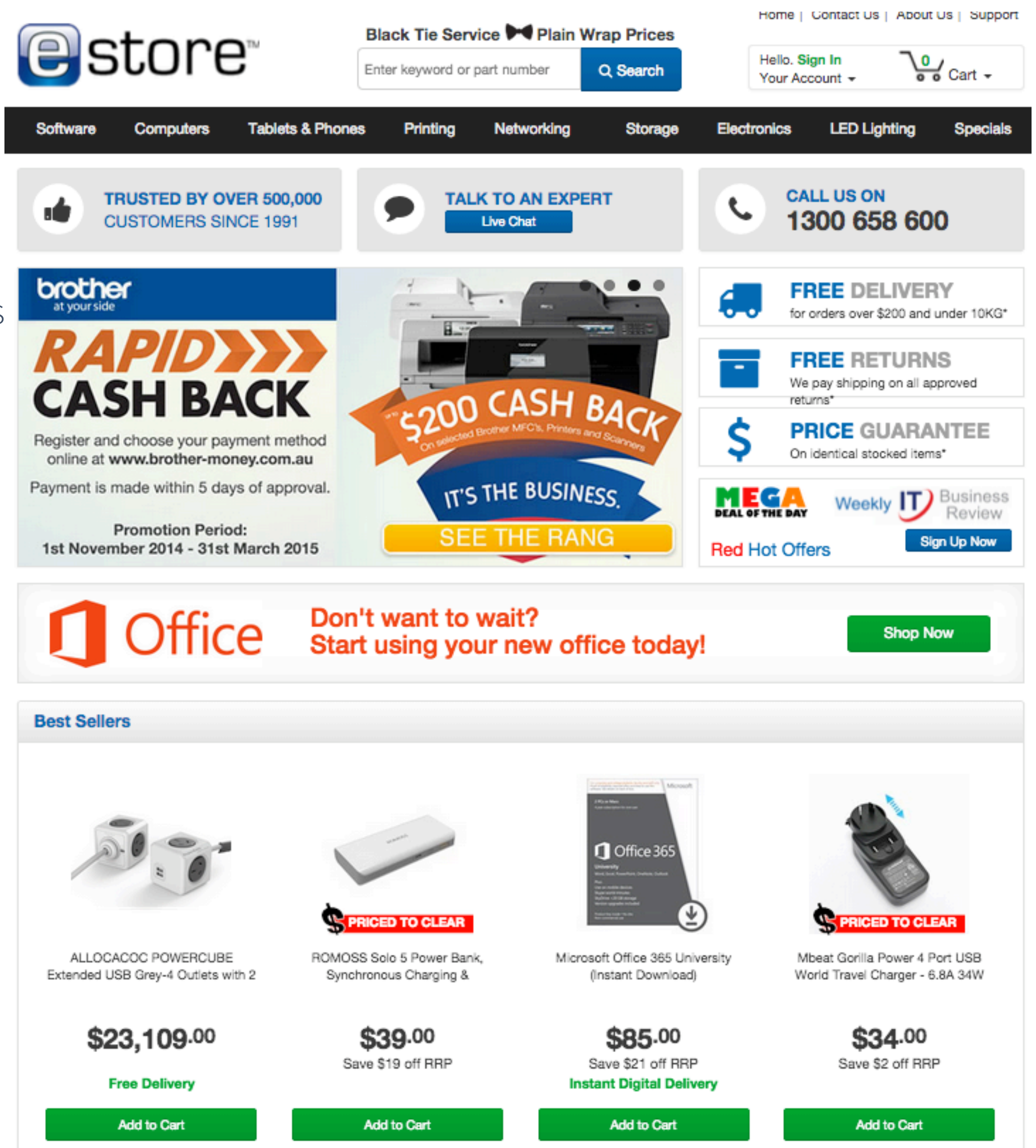
- Cashflow
  - Net operating cash outflow for H1 2015 of $99k ($387k for H12014)
  - Total net outflow for H1 2015 of $227k due to investments in working capital for Your Home Depot, Warcom and Wow Baby

Acquisition of eStore.com.au

Increasing revenue ~40%, increasing depth in Business Technology

eStore.com.au

- Premier eCommerce business technology retailer
  - Ranked 89th in Power Retail's 2015 Top 100 Online Retailers
  - Number 1 online reseller of Microsoft digital download products
  - Database of over 82,000 active customers
  - 25,000 products online
- Acquisition benefits:
  - Lorenzo Coppa adds 23 years of multichannel retail experience
  - Increases Shoply's depth in Office Technology market
  - Operational and supplier relationship synergies
  - Adds a dedicated Australian call center to answer and deal with customer queries and returns
  - A team of highly experienced industry professionals in the business technology market



eStore.com.au transaction overview

Shoply

Benefits to Shoply

Shoply acquires eStore.com.au assets for up to $1.8m in cash, shares and earn-out.

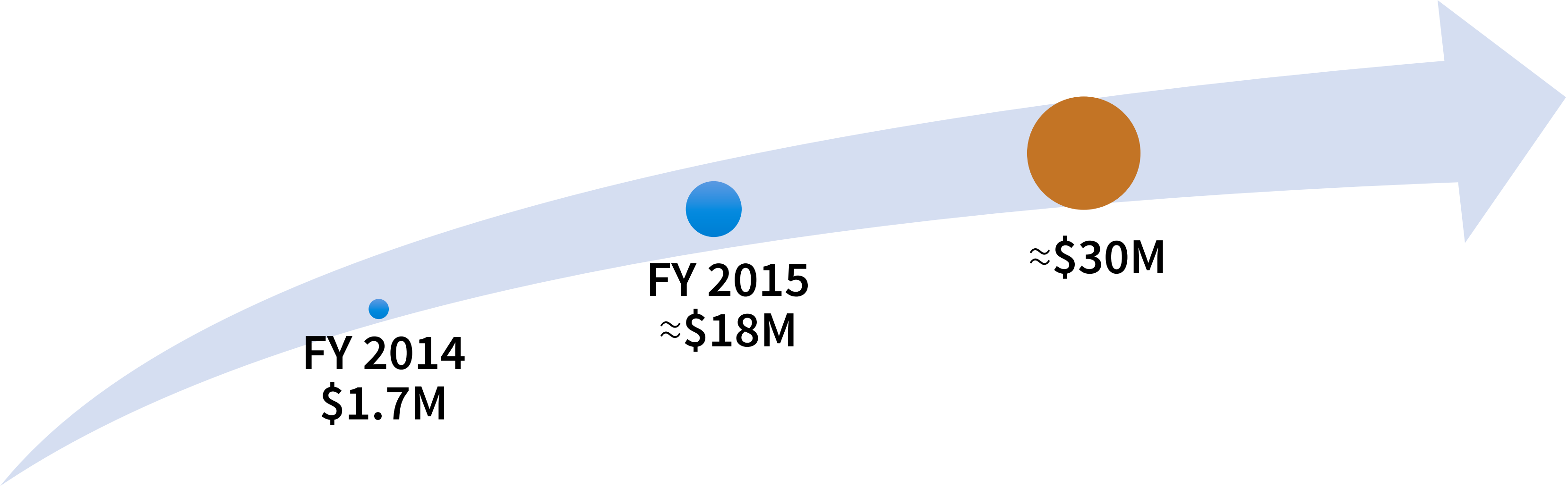
- Adds circa $7m in revenue
- Increases forecast revenue base to $25m heading into FY16
- Increases revenue ~40%, and earnings accretive
- Increased depth in the Office Technology market
- 64,000 active email database

The acquisition significantly progresses Shoply's strategy

Attractive acquisition, $500k in cash, $250k in SHP shares and an earn-out of up to $1.05m in SHP shares, subject to satisfaction of performance hurdles

Moves Shoply closer to profitability

Targeting ~$30m revenue through organic & acquisitive growth to achieve economies of scale



Organic growth

- Increasing traffic and reaching new customers through new marketing channels
- Optimising conversion rate through A/B testing
- Expanding into new product categories
- Leveraging synergies from eStore acquisition

Acquisitive growth

- Continuing to increasing depth in kitchenware and office technology segments
- Continuing to pursue acquisitions in other attractive online retail categories

Shoply Strategy

Mid-market consolidation and organic growth

Shoply's strategy

Premium brands at great prices…all online

Shoply

- Shoply is a pure online retailer
  - positioned to capitalise on ecommerce growth fundamentals
- Shoply offers only leading consumer brands
  - brands bring customers to the site
  - brands already have a high level of customer trust
  - fosters strong supplier relationships
  - reduced risk to Shoply's brand and balance sheet for any product faults
- Hybrid inventory model
  - higher turnover and higher margin products purchased and warehoused – this offers speed and reliability of delivery
  - 'drop shipping' for remaining products to allow a wide breadth and depth range

Mid-market consolidation opportunities

Shoply

Large-end
$30m+

Currently too large for Shoply

- Generally broken through to profitability
- Strong foundations generally seeking growth capital

Mid-market
$5m-$30m profitable

Limited natural buyers

- Generally have taken a strong market position
- Require resources to expand

Small-end
Sub $5m in revenue

Too small for Shoply

- Limited opportunities for meaningful growth and cost outs

Purchasing on EBITDA multiples, in a combination of cash, shares and earn-out

Revenues

$5m+

Profitable

Increased depth in existing verticals

Entry into a new vertical

Market & customer segments

Shopply™

Australian Online Shopping Market: $12.4BN[1]

Shopply Target Markets: $10.73BN – 86.6%[1]

Market Segments	Homewares & Domestic Appliances $2.27BN	Computers & Electronic Goods $2.03BN	Recreation $1.45BN	Cosmetics /Toiletries $0.81BN	Clothing & Accessories $2.55BN	Groceries & Liquor $1.62BN	Other $1.66BN
	18.3%	*16.4%*	*11.7%*	*6.5%*	*20.6%*	*13.1%*	*13.4%*

Currently operating and building in these segments

Currently building online stores

Potential acquisitions in these segments

Shopply Online Stores

YOUR HOME DEPOT

estore

WOW BABY

home APPLIANCES

warcom www.warcom.com.au

- Strong position in complementary Housewares & Home Appliances market
- Market position in three of the four largest online market segments
- Relevant customer databases for effective cross-selling

[1] IBISWorld Online Shopping in Australia October 2013

Summary and priorities

Positioned to grow

Strategic priorities looking ahead

Capitalising on significant growth opportunities

Short term

- Integration of eStore
- Consolidation of costs and operations
- Accelerate organic growth through marketing and cross-sell enhancements

Medium term

- Enhanced marketing activities across existing Shoply businesses to ensure organic growth
- Further acquisitions of private businesses
- Continue to build market share, scale and position in online retail in order to move to profitability

Appendix

Board of Directors

Shoply™

Andrew Plympton

Non-Executive Chairman

- Brings considerable financial management skills to the Board
- Director of a number of ASX listed companies

Sophie Karzis

Non-Executive Director

- Practising lawyer with 20 years' experience
- Corporate counsel for a number of public companies

Mark Goulopoulos

Non-Executive Director

- Associate Director at Patersons Securities
- 15 years' experience in equity capital markets and investments

Domenic Carosa

Non-Executive Director

- Chairman of the future capital development fund ltd
- Co-founded and listed destra Corporation growing to revenues of $100M

Management team

Shoply™

Simon Crean
Chief Executive Officer

- 20 years of international retail & technology start-up experience
- Masters or Entrepreneurship and Innovation

Vaughan Clark
Chief Operating Officer

- 30 years of retail experience including 10 years in eCommerce
- Has work with companies; DealsDirect, BigPond Shopping, Telstra , Bob Jane T-Marts

Graeme Lay
Chief Financial Officer

- CPA / MBA
- 27 years experience in commercial accounting (retail, manufacturing, warehousing and distribution)

Shoply - Corporate Evolution

Shoply

April 2013

Creation of AdEffective e-commerce division

June 2013

Domenic Carosa
Board Appointment

July 2013

Simon Crean
appointed CEO

November 2013

Eljo.com.au
Acquisition

December 2013

Name change to
Shoply Ltd

March 2014

WowBaby.com.au
Acquisition

June 2014

YourHomeDepot.com.au
acquisition

June 2014

Warcom.com.au
acquisition

June 2014

Closed Online
Advertising business

June 2014

Became pure-play
eCommerce Group

eStore.com.au
acquisition

March 2015

Shoply history and short-term objectives

Shoply™

FY 2014
Transition

Transition from Online Advertising to Online Shopping

H1 2015
Foundation

Integration of Your Home Depot and Warcom

H2 2015
Growth

Increase revenue through organic and acquisitive growth

Low volume advertising business to high volume eCommerce business

Hybrid inventory model

Shoply™

Consolidated back office

Low turnover products	High turnover products
'Drop shipped' to customers directly from suppliers	Inventory holdings shipped to customers from New South Wales (2,268 sqm) & Victoria

- Breadth and depth of product offering through 'Drop Shipping' (i.e. products shipped directly from suppliers to customers)
- Higher turnover and higher margin products purchased and warehoused ('inventory holdings')
- Ability to test and understand demand prior to inventory holdings
- Daily dispatched inventory orders at peak is 1400 (pre-Christmas 2014)
- Average daily dispatched inventory orders ~300, drop shipped ~150

Scalable platform in place

Shoply™

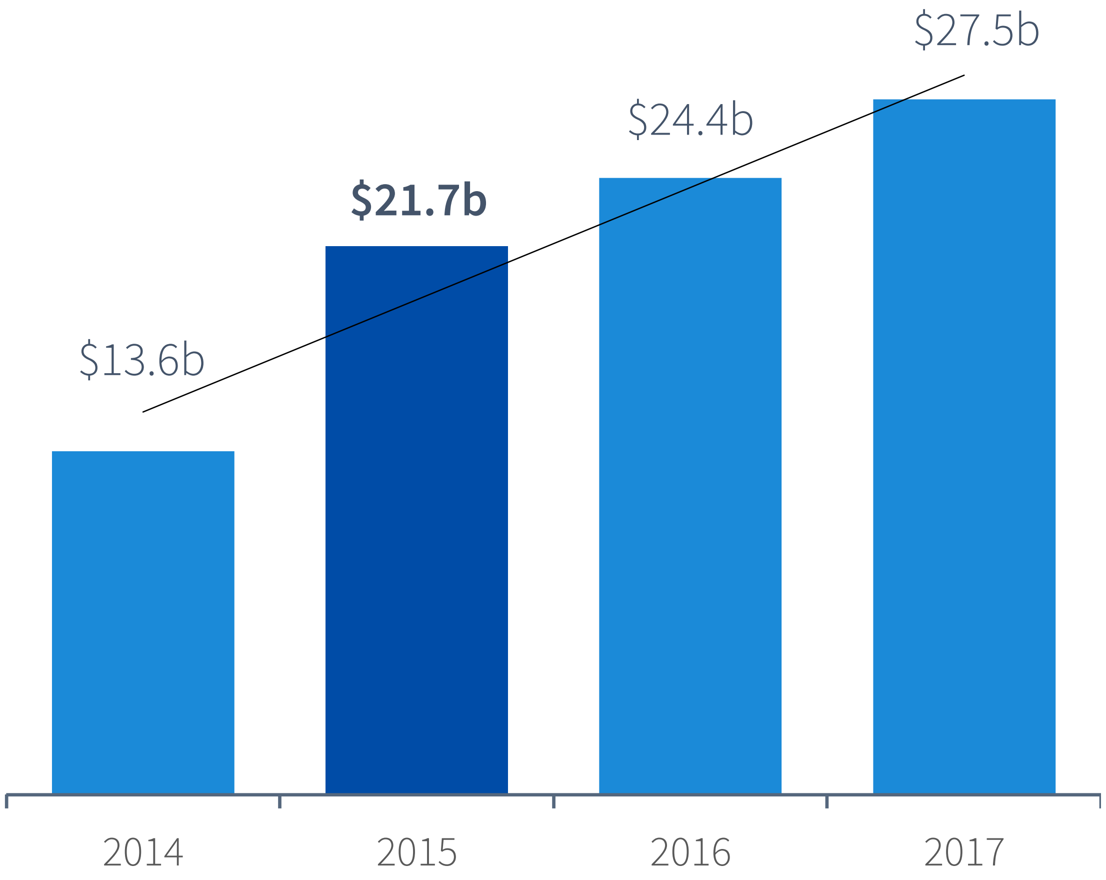
Consolidated Back Office

Customer Support | Technology Platform | Marketing | Supplier Management | Logistics Management

- Proven ability to acquire and absorb businesses
- Warehousing and distribution facilities in Melbourne and Sydney – 2 largest online retail markets

- Castle Hill, NSW
  - 2,300 m2, 80% utilisation
- Brunswick, VIC
  - 220 m2, 65% utilisation

Australian online shopping market



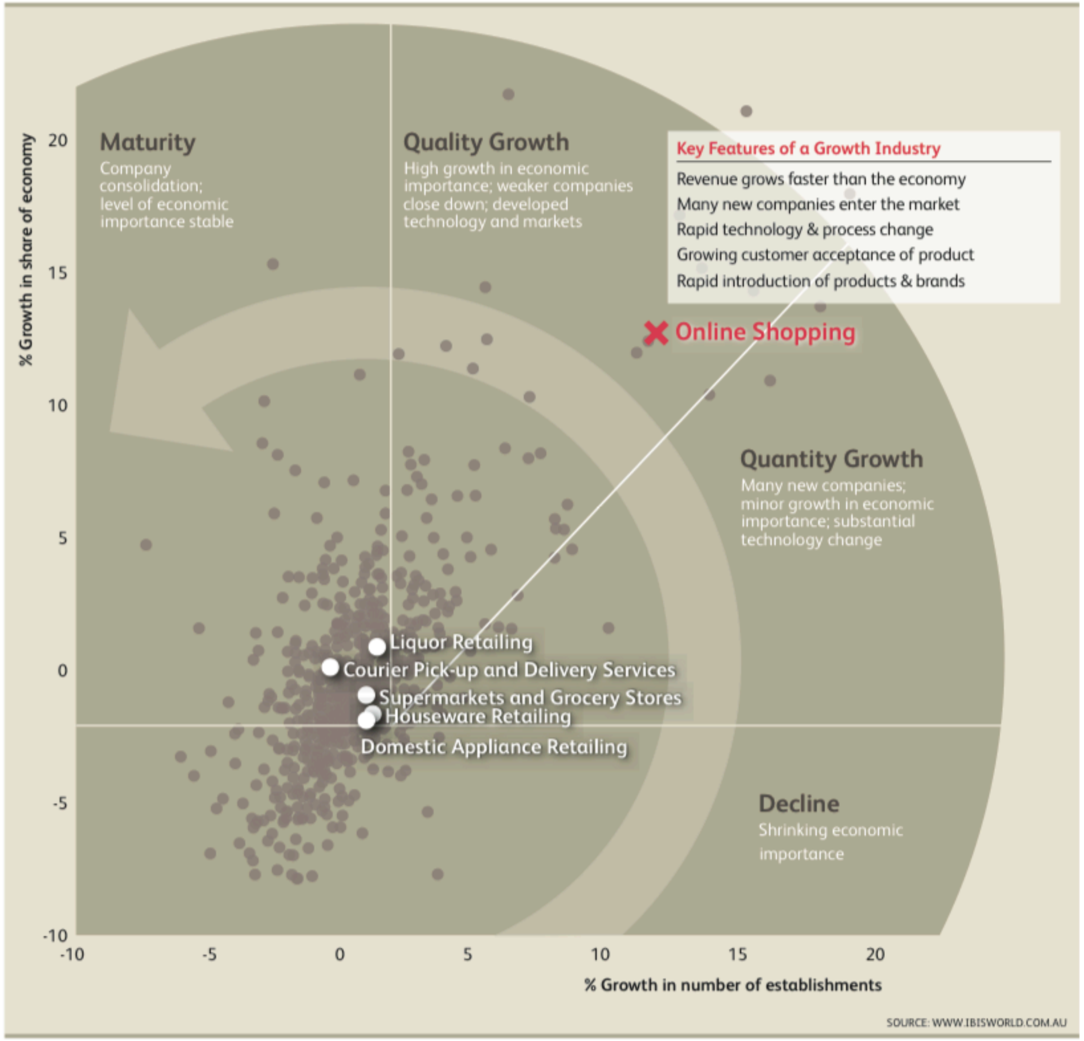
Source: Frost & Sullivan & Price Waterhouse Coopers (PWC) Joint Research

- Frost & Sullivan predicts Australian online shoppers to spend as much as $21.7b in 2015
- Australian online shopping market is expected to grow at around twice the rate of the retail sector overall
- 12.6% compound annual growth rate for online shopping expenditures over the next four years
- The average Australian will spend around $600 online this year

Australian online shopping snapshot

Shoply™

- Frost & Sullivan predicts Australian online shoppers to spend as much as $21.7b in 2015 and $27.5b by 2017
- Australian online shopping market is expected to grow at around twice the rate of the retail sector overall
- 12.6% compound annual growth rate for online shopping expenditures over the next four years
- The average Australian will spend around $600 online this year
- Limited opportunities for local investors to gain exposure to Online Shopping



Online shopping growth drivers

- Consumers seeking convenience and value for money
- Increasing level of sophistication and comfort amongst consumers
- Continued growth in consumers using mobile devices to browse and purchase products
- The entry of more online retailers and proliferation of group buying sites
- Product and service expansion by current online retailers and traditional bricks & mortar retailers improving their offerings

Source: IBISWorld & Price Waterhouse Coopers (PWC)

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Investor Presentation
March 2015