

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/09/01 Amended 01/01/11

Name of entity SHOPLY LIMITED
ABN 93 085 545 973

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	LORENZO COPPA
Date of last notice	29 June 2015

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Indirect interest
Nature of indirect interest (including registered holder) Note: Provide details of the circumstances giving rise to the relevant interest.	Mr Coppa has a relevant interest in the shares held by registered holder Isabel Coppa ATF Coppa Family Trust as he has the right to control the exercise of votes attached to the shares held by the registered holder.
Date of change	18 August 2015
No. of securities held prior to change	11,976,048
Class	Ordinary shares
Number acquired	8,041,504
Number disposed	Nil
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	The 8,041,504 ordinary shares were issued at a deemed price of \$0.0149 per share as part of the share based component of consideration payable to the vendor of the eStore business (which Shoply acquired in March 2015), subsequent to the satisfaction of prescribed revenue and profit margin targets of the eStore business for the fourth quarter of the 2015 financial year. For further information, refer to Shoply's ASX announcement dated 3 March 2015 in respect of the eStore acquisition.

+ See chapter 19 for defined terms.

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No. of securities held after change	20,017,552
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	Issue of deferred consideration shares under Asset Purchase Agreement dated 2 March 2015 for Shoply's acquisition of the eStore business.

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
Date of change	N/A
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	N/A
Interest acquired	N/A
Interest disposed	N/A
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	N/A
Interest after change	N/A

Part 3 – ⁺Closed period

Were the interests in the securities or contracts detailed above traded during a ⁺closed period where prior written clearance was required?	No
If so, was prior written clearance provided to allow the trade to proceed during this period?	N/A
If prior written clearance was provided, on what date was this provided?	N/A

⁺ See chapter 19 for defined terms.