



Shoply – Gold Coast Investment Showcase

June 18, 2015



Rapidly growing eCommerce Group



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Shoply corporate overview

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Attractive growth in online shopping market

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Strong customer proposition – premium brands at great prices

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Established track record and approaching economies of scale

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Dual growth strategy – organic and M&A

Corporate snapshot



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

ASX Code: SHP

Ordinary Shares	547m
Listed options (SHPOA, 3.5¢, 31/7/15)	60.0m
Unlisted options	12.6m
Market cap (@ 1.5 cents)	\$8.2m
Cash (31 March 2015)	\$2.6m

*As of June 16, 2015

Directors & Senior Management

Simon Crean – Chief Executive Officer

Andrew Plympton – Chairman

Sophie Karzis – Non-Executive Director

Mark Goulopoulos – Non-Executive Director

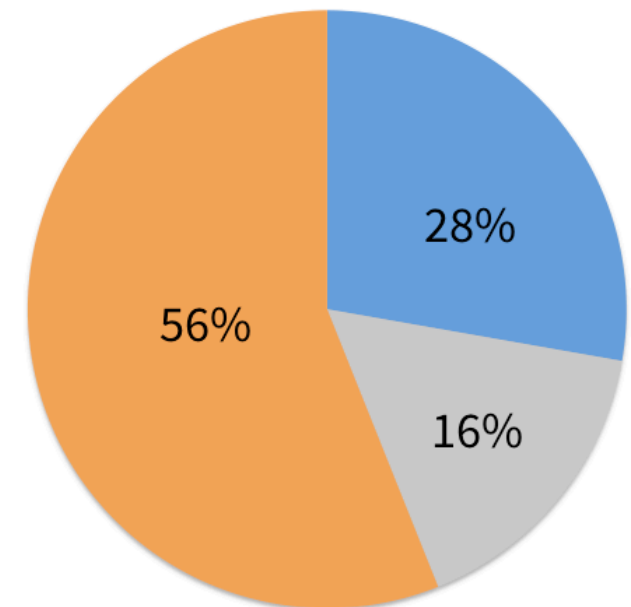
Domenic Carosa – Non-Executive Director

Matt Dickinson – Non-Executive Director

Graeme Lay – Chief Financial Officer

Vaughan Clark – Chief Operating Officer

Shareholding breakdown

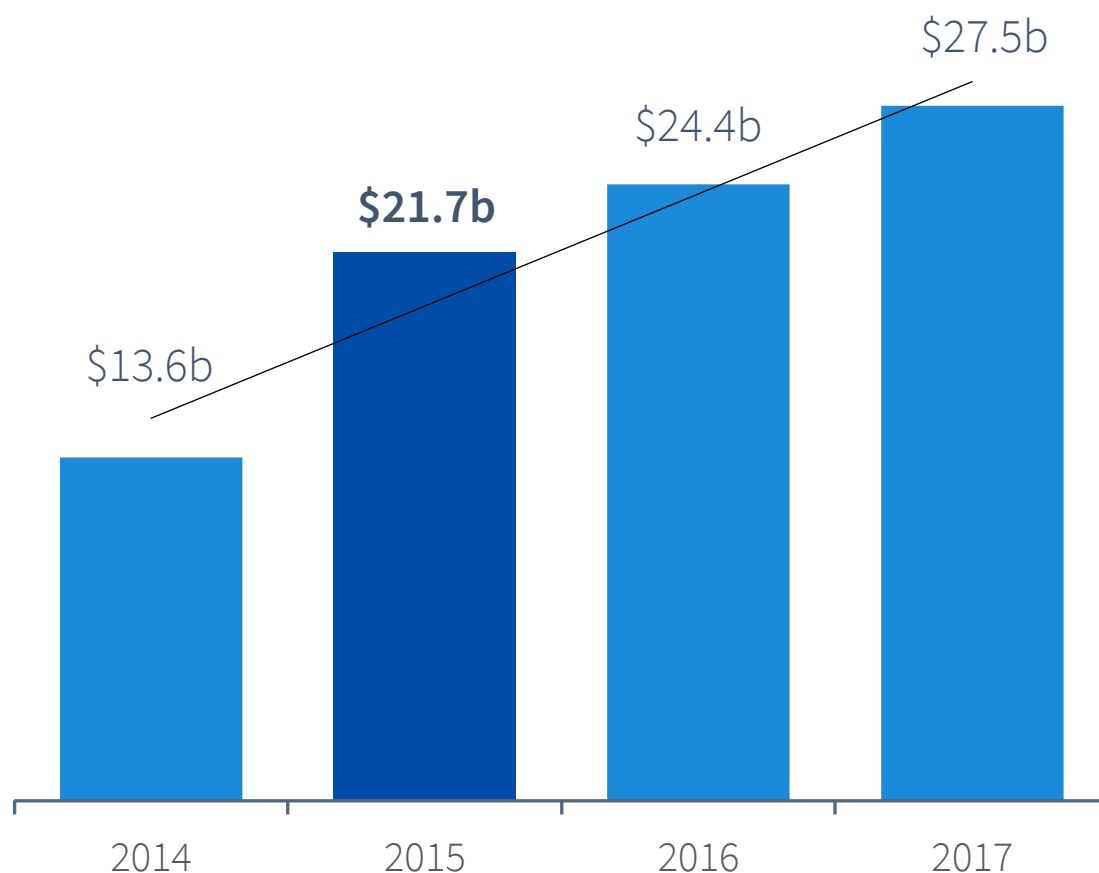


■ Top 20 (excluding Board & Management):

■ Board & Management:

■ Other:

Australian online shopping market



- ▶ The average Australian spent around \$600 online last year
- ▶ Australian online sales are predicted to be \$22b in 2015
- ▶ Growth is around twice the rate of the retail sector overall
- ▶ 12.6% compound annual growth rate for online is supported by more than just the price advantage

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

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



Premium brands at great prices...all online

Compelling customer proposition

- ▶ 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
- ▶ Trust acquired through established online brands and Australian ownership
- ▶ Hybrid inventory model for lower prices and convenience



Pure online retailer, positioned to capitalise on ecommerce growth fundamentals

KitchenAid®

Office

DeLonghi

FUJITSU

SAMSUNG

Breville®

果良信
GLOBAL®

SCANPAN®
DENMARK

Black Tie Service



Plain Wrap Prices

LG SONY
WIO

Shoply: where we are...

- ▶ Strong position in complementary markets
- ▶ Relevant customer databases for effective cross-selling
- ▶ Capacity to grow

← Currently operating in these segments : \$4.3BN – 35%¹ →

Market Segments		
	Homewares & Domestic Appliances \$2.27BN	Computers & Electronic Goods \$2.03BN
	18.3%	16.4%



\$18m FY 2015 forecast revenue

3.7m annual visits

330k active customers

182k email list

106 supplier partners

¹ IBISWorld Online Shopping in Australia October 2013

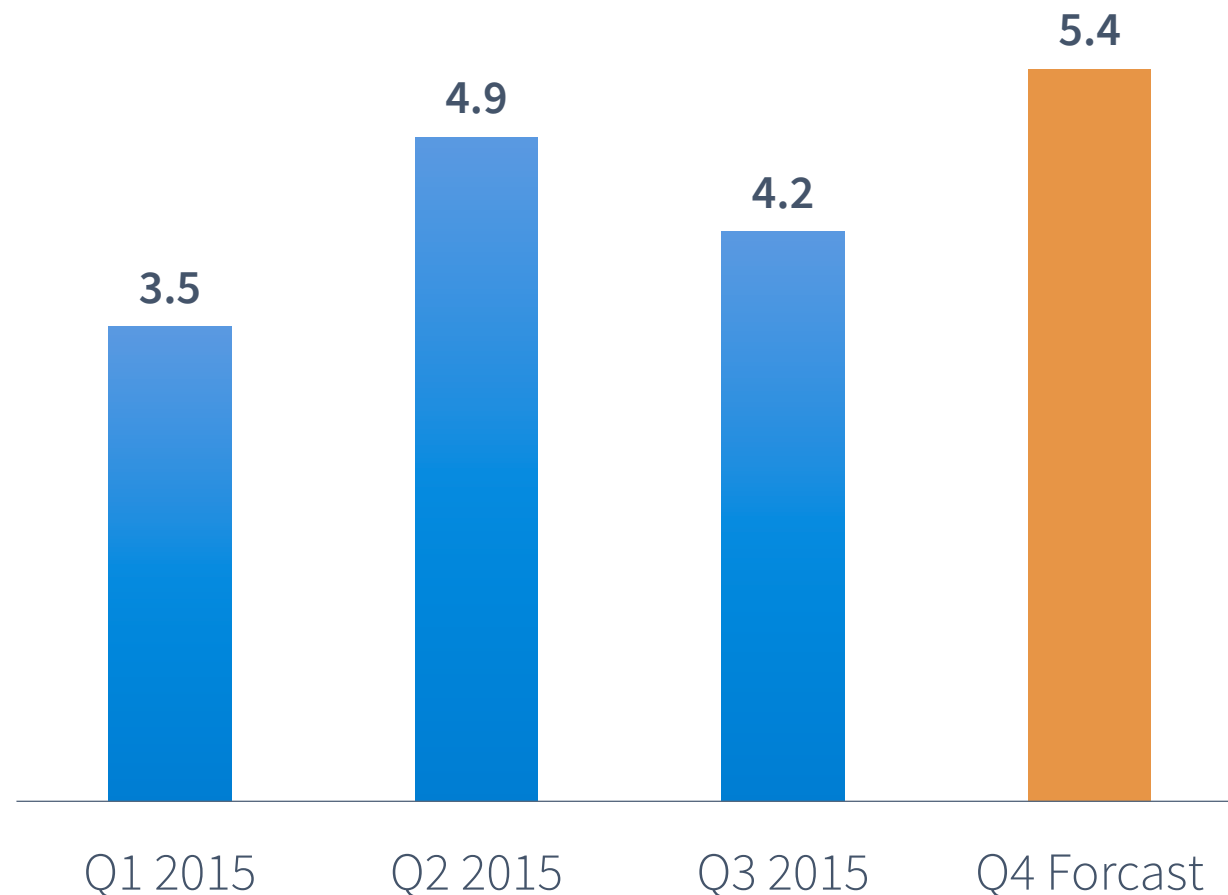
Strong revenue growth

10 times revenue on FY14 driven by organic and acquisitive growth



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- ▶ Key focus over last 12 months:
 - ▶ building online presence through acquisitions
 - ▶ integrating the new businesses
 - ▶ removing duplication to lower costs
 - ▶ building a scalable platform to allow future growth
 - ▶ Opportunities for further growth:
 - ▶ further acquisition opportunities
 - ▶ additional scale benefits
 - ▶ increase marketing to build brand awareness and organic growth

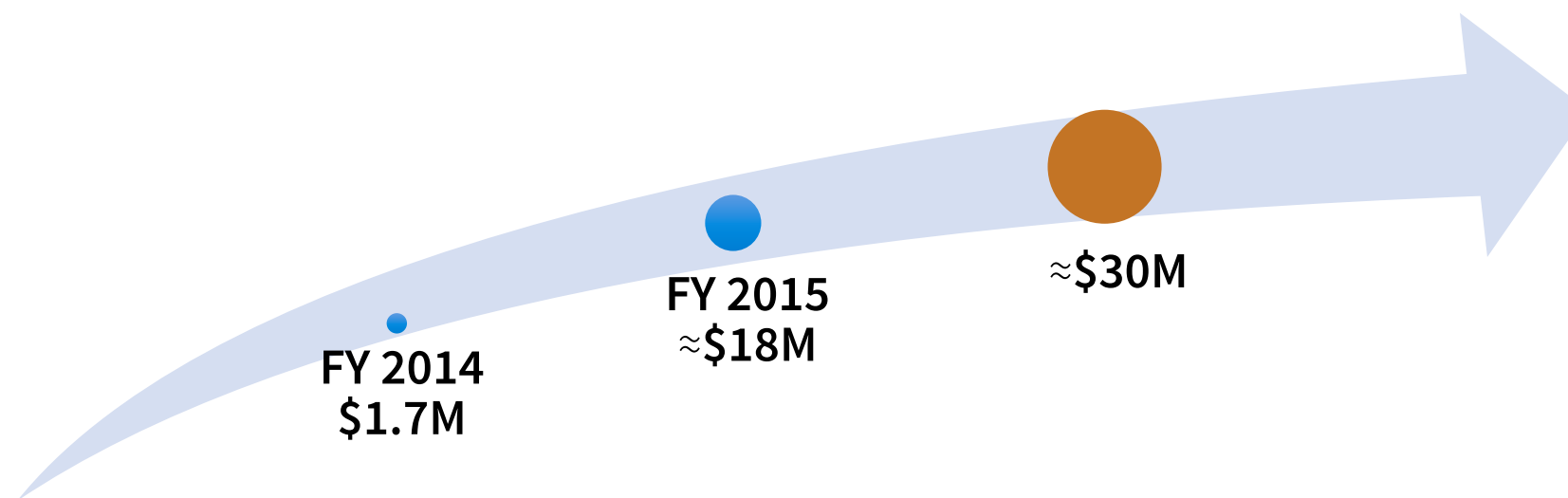
Online Shopping Sales (\$m)



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

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Investor Presentation

June 2015

