



## Ensogo lays strong foundations for growth in H1 2015

**28 August 2015.** Leading Asian e-commerce company, Ensogo Limited, today released results for the period 1 January to 30 June 2015.

Key financial metrics include:

- Gross Turnover of 55.17m
- Revenue of 29.1m (previous corresponding period: 25.47m)
- EBITDA loss excluding goodwill impairment of for the period of \$9.9m (previous corresponding period: \$6.65m)
- The cash balance as at the end of the period was \$45.6m

The EBITDA loss reflects the Company's continued investment in customer service improvements, better product assortments and a stronger team that will collectively allow us to gain market share and take advantage of the flash sales opportunity Southeast Asia. The Company performed an impairment of goodwill & intangible assets in the business combinations related to operations in the Philippines, Malaysia, Indonesia and Singapore of \$31.85m, bringing the loss for the period to 41.7m.

Key milestones achieved during the period:

- Vipshop took a strategic stake in the company, announced on 27 Feb 2015
- Successful capital raising announced on 23 Apr 2015, strengthening the balance sheet by \$38m
- Thailand turned EBITDA-positive for a full quarter – and is ready to scale for marketing & user acquisition

Kris Marszalek, co-founder and CEO of Ensogo, commented: "The Company has made significant progress towards fulfilling our mission to become Southeast Asia's leading online discount retailer for brands. During the period, we've brought onboard the world's leading flash sales business, Vipshop, as a strategic investor, raised a significant amount of capital and took one market into EBITDA-positive territory. These factors, together with the improvements we've delivered on the customer experience front, give us a solid foundation for growth."

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**About Ensogo Limited ([www.ensogo.com](http://www.ensogo.com))**

Listed on the Australian Securities Exchange, Ensogo Limited (ASX:E88) owns and operates a network of leading e-commerce websites. Headquartered in Singapore with operations in Singapore, Malaysia, Hong Kong, Thailand, Philippines and Indonesia, Ensogo sells discounted branded consumer products online and connects over 138 million consumers to retailers by providing 'best price' volume discounts on a wide variety of goods. Ensogo's vision is to create ASEAN's leading e-commerce retailer.

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