Rule 3.19A.2

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 | Grays eCommerce Group Limited |
|----------------|-------------------------------|
| ACN | 94 125 736 914 |

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 | James William Vicars |
|---------------------|----------------------|
| Date of last notice | 16 November 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 | |
|--|--|--|
| | | |
| Nature of indirect interest (including registered holder) | a. Gold Fields House Nominees No 2 Pty Limited. | |
| Note: Provide details of the circumstances giving rise to the relevant interest. | b. Manderrah Pty Limited (as trustee for GJJ Family Trust). | |
| | Mr Vicars is a beneficiary of the Trust and a Director and Shareholder of the Trustee Company. | |
| | c. CJH Holdings Pty Limited (as trustee for CJH Family Trust). | |
| | Mr Vicars is a beneficiary of the Trust and a Director of the Trustee Company. | |
| Date of change | 4 May 2017 | |

⁺ See chapter 19 for defined terms.

| No. of securities held prior to change | a. 7,714,377 | Held by Gold Fields House Nominees No 2 Pty Ltd |
|---|----------------------------|--|
| | b. 2,389,573 | Held by Manderrah Pty Limited (as trustee for GJJ Family Trust) |
| | c. 944,866 | Held by CJH Holdings Pty Limited (as trustee for CJH Family Trust) |
| Class | Fully paid ordinary shares | |
| Number acquired | b. 700,000 c. 300,000 | |
| Number disposed | Nil | |
| Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation | \$1.31 per share | |
| No. of securities held after change | a. 7,714,377 | Held by Gold Fields House Nominees No 2 Pty Ltd |
| | b. 3,089,573 | Held by Manderrah Pty Limited (as trustee for GJJ Family Trust) |
| | c. 1,244,866 | Held by CJH Holdings Pty Limited (as trustee for CJH Family Trust) |
| Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back | On-market tra | ades |

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 | |
|--|--|
| Nature of interest | |
| | |
| Name of registered holder (if issued securities) | |
| Date of change | |

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⁺ See chapter 19 for defined terms.

| 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 | |
| Interest acquired | |
| Interest disposed | |
| Value/Consideration | |
| Note: If consideration is non-cash, provide details and an estimated valuation | |
| Interest after change | |
| | |

Part 3 - +Closed period

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

Date of Notice: 8 May 2017

⁺ See chapter 19 for defined terms.