



ACN 165 522 887

**ASX CODE: IBY**

## **ASX ANNOUNCEMENT**

**27 August, 2014**

### **IBUY RECORDS RECORD RESULTS IN ALL KEY METRICS**

27 August 2014, - Leading Asian e-Commerce company iBuy Group Limited, today released its financial statements for the six month period ending 30 June 2014. Highlights include:

- Gross Turnover was \$71.2m for the 6 month period, leading to revenue of \$25.5m;
- Sales increased in all of its 6 markets of operation during the period;
- All key operating metrics including unique visitors and number of orders rose to record highs during the period;
- Continued investment in growth, in particular in marketing, integration of acquired assets, personnel and technology resulted in a loss for the period of \$6.6m, including one-off costs associated with the Living Social acquisition.

Newly appointed iBuy Group Chief Executive Officer, Kris Marszalek, commented, "During first half of the year, iBuy Group achieved very positive results in all key operating metrics, including total customers, repeat customers, unique visitors and number of orders. We're excited with the rapid growth in Gross Turnover and our entrance into new markets by way of our acquisition of LivingSocial South East Asia in April 2014.

We've made significant progress in the integration of the acquired businesses and we're on track to achieve our goal of "one brand and one technology platform" by Q1 2015. The Company has a range of initiatives to ensure that the iBuy platform in technology, brand, logistics and consumer interface is robust so that we will be positioned well to capture the tremendous opportunities offered by e-Commerce in Southeast Asia"

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| <b>iBuy Group Key<br/>Operating Metrics</b> | <b>January 2014</b> | <b>June 2014</b> |
|---|---------------------|------------------|
| Total Number of<br>Unique Visitors          | 6.3m                | 8.6m             |
| Total Number of<br>Subscribers              | 7.15m               | 8.2m             |
| Monthly Number of<br>Orders                 | 472,272             | 605,416          |
| Average Order Value                         | \$36.8              | \$45.6           |

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#### **About iBuy Group Limited ([www.ibuy-group.com](http://www.ibuy-group.com))**

Listed on the Australian Securities Exchange, iBuy Group Limited (ASX:IBY) owns and operates a network of leading e-commerce websites. Headquartered in Singapore with operations in Singapore, Malaysia, Hong Kong, Thailand, Philippines and Indonesia, iBuy Group 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. iBuy Group’s vision is to create ASEAN’s leading e-commerce retailer.