



## **ENSOGO SHOWS STRONG Q4 MOMENTUM, IMPLEMENTS NEW TECHNOLOGY PLATFORM, DRIVING EFFICIENCY ACROSS THE BUSINESS**

**Singapore, 8 December 2014** – Ensogo Ltd (formerly iBuy Group Ltd) (ASX:E88), Southeast Asia’s No. 1 e-commerce player, is pleased to announce the Company has showed strong trading momentum in the months of October and November.

- Gross Turnover was AU\$15m and AU14.6m for October and November respectively, representing the two highest Gross Turnover months in the Company’s history
- The cash position as of October 31 was AU\$6.59M, and the cash position as of November 30 was AU\$6.93M

During the fourth quarter, the Company began the rollout of *Ensogo Edge*: a fully integrated business process management solution to drive operational efficiencies across the business. The proprietary technology of the *Ensogo Edge* platform, developed in-house, is designed to deliver significant performance enhancements and superior customer service, through consolidation of its procurement, logistics and operations across all markets.

*Ensogo Edge* integrates multiple origination applications onto one platform, substantially improving the handling of business processes, customer communication, and collaboration through:

- Real time reporting of over 1,000 KPIs across six markets;
- The ability to efficiently cross-sell products between markets to increase sales volumes for Ensogo suppliers;

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- The ability to source products in one market whilst simultaneously uploading to all countries instantly;
- Full integration with the systems of the Company's logistics partners, resulting in the ability to improve delivery times;
- Significant reduction in manual, labour-intensive and error-prone processes through automation, resulting in greatly increased efficiency from full internal system integration.
- Improved website speed, with a 40% reduction in page load times;
- Improved customer care through logistics transparency;
- Faster and improved tracking of product delivery, with added order tracking functionality at the mobile app level coming soon.

Ensogo's new proprietary platform, combining a cutting-edge technology stack with Ruby on Rails and an API integrated services-based architecture, delivers significant reductions in time to market from what was previously weeks and months to days through its unified code-base across the consolidated group.

The Company, which had operated as six separate businesses units each with their own individual systems and processes, expects to see immediate and long term gains from migration to the new platform. Consolidating its operations under the Ensogo brand and platform is also expected to provide greater transparency and control over the Company's business processes, and improve overall efficiency and performance.

In addition to the development of a single platform and the transition to a single brand, the Company has initiated cost reductions in all markets that are designed to generate positive cash flow for Ensogo in 2015. The move to a single platform and

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brand will enable Ensogo to operate with fewer people and a reduced marketing budget.

Kris Marszalek, Ensogo CEO commented: "Trading has been strong so far in the fourth quarter of calendar 2014, with record Gross Turnover numbers and strong cash collections. Additionally, the *Ensogo Edge* platform not only provides customers with an improved shopping experience, but generates significant performance enhancements and efficiencies throughout the business. Moving to a single technology platform and uniting under the Ensogo brand are important milestones, allowing us to reduce costs while improving the user experience."

The Company is on track to complete deployment of *Ensogo Edge* in all six markets by January 2015.

For more information, please contact:

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#### **About Ensogo**

Ensogo Ltd is the No 1 e-Commerce business in the South East Asia and Hong Kong region.

Headquartered in Singapore with operations in Hong Kong, Singapore, Malaysia, Philippines, Indonesia and Thailand, Ensogo connects products for sale with over 600m+ consumers in South East Asia and Hong Kong through its e-Commerce websites.

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