



FOR IMMEDIATE RELEASE

ENSOGO STRENGTHENS MANAGEMENT TEAM

Singapore, 22 December 2014 – Leading Southeast Asian e-commerce player, Ensogo Limited (ASX:E88), is pleased to announce a number of recent executive appointments that significantly strengthen the Company's senior management team.

Former Regional Managing Director, Southeast Asia for Singapore Post ("SingPost"), Martin Dudek has been appointed Ensogo's Chief Logistics Officer. Martin brings a wealth of experience in e-commerce logistics to the Company, having previously spearheaded SingPost's e-commerce logistics and fulfillment initiatives. Prior to SingPost, Martin spent eight years in key commercial leadership roles in emerging markets with DHL, where he managed a US\$1 billion logistics business across 22 emerging markets.

Martin will be responsible for the Ensogo's importation, warehousing, fulfillment and last mile delivery functions, with a specific focus on improving the customer experience through reduced delivery times.

Ensogo also recently appointed a new Regional Head of Marketing, Liviu Nedef, who joins the Company with extensive experience in brand management, media planning, creative direction and strategic marketing. He previously served as Managing Director at Valuklik, heading up the Jakarta-based media agency's e-commerce and digital divisions. Prior to Valuklik, Liviu was Head of Marketing for Rocket Internet's Lazada Philippines, as well as Head of Brand for the Lazada Group.

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The Company has additionally appointed new Country Managers in Malaysia and Singapore. Jan Hansen, former Managing Director of Rocket Internet's Lazada business in Malaysia, has joined to head Ensogo's Malaysian business, whilst Arne Koch, former Rebate Networks Managing Director for Southeast Asia, will lead the Company's Singapore business going forward.

Kris Marszalek, CEO and Co-founder of Ensogo, commented: 'We have taken a very specific view with regards to the type of people Ensogo needs to attract in order to afford us the best chance of executing on the enormous opportunity that is e-commerce in Southeast Asia. We are very excited about the calibre of talent we have brought onboard in recent months, significantly upgrading the senior leadership team and its skills.

"With the decades worth of new logistics, e-commerce and operational experience we have acquired from these key appointments, coupled with the material reductions in operating expenditure made possible by the roll out of our proprietary *Ensogo Edge* technology platform, we believe we are very well positioned to execute on our ambitious plans for 2015".

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About Ensogo

Ensogo Limited is a leading 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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