

Form 603
Corporations Act 2001
Section 671B

Notice of initial substantial holder

To Company Name/Scheme Ensogo Limited ("the Company")

ACN/ARSN ACN 165 522 887

1. Details of substantial holder (1)

Name This notice is given by Mr Eric Ya Shen ("Mr Shen"), Mrs Xiaochun Zhang ("Mrs Zhang"), SYZXC Trust, and Elegant Motion Holdings Limited ("EM Holdings") on its own behalf (together, the "Substantial Holders")

ACN/ARSN (if applicable) Not applicable

The holder became a substantial holder on 27/02/2015

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Person's votes (5)	Voting power (6)
Fully paid ordinary shares in Ensogo ("Ensogo Shares")	59,464,069 Ensogo Shares	59,464,069 Ensogo Shares	12.2% (rounded to 1 decimal place; based on 485,533,903 Ensogo Shares on issue)

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
Substantial Holders	<p>Mr Shen and Mrs Zhang control SYZXC Trust, which in turn controls EM Holdings. EM Holdings controls Vipshop Holdings Limited ("Vipshop"), which disclosed that it has become a substantial holder of the Company by Notice of Initial Substantial Holder Notice dated on or about the date of this Notice.</p> <p>The Substantial Holders are therefore taken to have a deemed relevant interest in the Ensogo Shares in which Vipshop has a relevant interest by virtue of section 608(3)(b) of the <i>Corporations Act 2001</i> (Cth) (the "Act").</p> <p>As none of the Substantial Holders is a registered holder of the underlying Ensogo Shares, and none is presently entitled to be registered as the holder of the Ensogo Shares, these Substantial Holders' ability to vote and dispose of the Ensogo Shares is qualified accordingly.</p>	Deemed interest in 59,464,069 Ensogo Shares

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
Substantial Holders	E&A Belina Investments Limited	E&A Belina Investments Limited	59,464,069 Ensogo Shares

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	
Substantial Holders	27 February 2015 (see Annexure B of E&A's Form 603 (Notice of Substantial Holder) dated 28 February 2015 in relation to the Company)	US\$5,000,000		59,464,069 Ensogo Shares

6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
See item 3 above	

7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
EM Holdings	P.O. Box 146, Road Town, Tortola, British Virgin Islands
SYZXC Trust	P.O. Box 450, Durell House, 28 New Street, St. Helier, Jersey, JE4 0XT
Mr Shen and Mrs Zhang	c/o No. 20 Huahai Street, Liwan District, Guangzhou, 510370 PRC

Signature

Signed on behalf of the Substantial Holders

print name Ya SHEN

capacity Authorized Representative

sign here

date February 28, 2015

DIRECTIONS

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The total number of votes attached to all the voting shares in the company or voting interests in the scheme (if any) that the person or an associate has a relevant interest in.
- (6) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (7) Include details of:
 - (a) any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
 - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.

- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown."
- (9) Details of the consideration must include any and all benefits, moneys and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.