



Strong Beginning to 2015 for Ensogo

Thursday, 30th of April 2015. Ensogo Limited (ASX: E88), a leading e-Commerce business in South East Asia and Hong Kong, has released its quarterly appendix 4C for the period 1 January to 31 March 2015. Cash collections for the period were \$23.1m, an increase of approximately 23% on the prior corresponding period, while net cash increased by \$1.7m.

Through the first quarter of 2015, the Company completed a number of significant transactions that have positioned it to capitalize on the enormous opportunity for its business in Southeast Asia. In particular, Ensogo welcomed a strategic shareholder at the end of February in VIPshop, China's leading online discount retailer.

The Company finished the quarter with \$7.5 million in cash, though subsequent to the end of the period has raised an additional \$48m. These additional funds have been raised from both institutional investors and by way of VIPshop increasing its investment in the Company.

Kris Marszalek, CEO of Ensogo said: "We are pleased with our start to 2015. Despite an always challenging month of February given the seasonality around Chinese New Year in the region, the team has delivered to our expectations. We took the opportunity of our slowest trading period to strategically reduce our marketing spend and focus specifically on completing the investment in and roll out of our proprietary technology platform, Ensogo Edge, as well as raising the capital to allow us to take full of advantage of the tremendous opportunity presented by our partnership with VIPshop and by e-Commerce in our region overall."

With its strengthened balance sheet, the Company is well positioned to continue to capitalize on its massive market opportunity and intends to use funds to work to significantly increase Ensogo's customer / buyer base over the next 18 to 24 months.

Continued Mr Marszalek, "We believe the recent investment from VIPshop and other large global institutional investors, is recognition of the opportunity Ensogo has to be the dominant flash sales player in South East Asia. We have the technology platform, the strategic relationships, and now the Balance Sheet to deliver that opportunity."

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About Ensogo Limited (www.ensogo.com)

Listed on the Australian Securities Exchange, Ensogo Limited (ASX:E88) owns and operates a network of leading e-commerce websites. Headquartered in Singapore with operations in Singapore, Malaysia, Hong Kong, Thailand, Philippines and Indonesia, Ensogo 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. Ensogo's vision is to create ASEAN's leading e-commerce retailer.

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