



Co-operation with Vipshop Accelerates, Mobile Transaction Volumes Rising

Friday, 5th June 2015. Leading Asian e-Commerce company, Ensogo Limited, has initiated product distribution co-operation with China's leading discount retailer, Vipshop (NYSE: VIPS). The partnership is a result of Vipshop's strategic investment announced on Feb 27, 2015 and allows Ensogo access to Vipshop's vast assortment for distribution through Ensogo websites in Southeast Asia.

Since mid-May the Company has launched 17 VIP.com sourced events in Singapore, Hong Kong, Malaysia, Thailand, Philippines, and Indonesia, with more than 4000 SKU's in a broad range of categories at various price points, including women & men's apparel, shoes, home and kitchen products, fashion jewelry and accessories, and sports gear. The Company plans at least 50 additional events in June 2015 and will initiate even more throughout the third quarter of 2015. Increasing the number of VIP.com events will improve both the depth and breadth of the Company's product offering, reduce shipping costs and consequently increase net margins for this business segment.

Mr. Marszalek said, "We are extremely excited to have our first Vipshop events on the Ensogo platform in all of our markets. Dedicated teams from both Ensogo and Vipshop side are working together to increase the number of SKUs going live on our websites across the region every day. It is an exciting opportunity that allows Ensogo to build a more compelling product assortment, which we expect to have a positive impact on our results in H2 2015."

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The month of May has also seen the highest ever percentage of transactions happening on mobile, with mobile applications and websites for the first time exceeding 30% contribution to gross turnover on the Ensogo platform. Mobile application development is on track, with improved apps launching on schedule in June. The company expects the contribution of mobile to overall sales to continue to grow in the second half of the year.

Mr. Marszalek commented, "Inspired by Vipshop's successful transition to a primarily mobile shopping platform, we think and act mobile-first. We have seen the first results of our efforts in May and we're going to double down on mobile with improved technology that delivers a better consumer experience and increases our rate of acquisition of new customers."

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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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