

2015 INTERIM FIRST HALF FINANCIAL RESULTS

Highlights:

- **Revenue of HK\$56.8 million [A\$9.6 million]**
- **Gross Profit of HK\$25.8 million [A\$4.3 million]**
- **Earnings before Interest, Tax, Depreciation and Amortisation ("EBITDA") Loss of HK\$11.9 million [A\$2.0 million], excluding impact of foreign exchange**
- **Net Loss of HK\$24.6 million [A\$4.1 million]**
- **Expansion of executive leadership team for future growth**
- **Launch of Esprit on eCargo's proprietary enrich® platform in Singapore, Malaysia, Hong Kong and Taiwan**
- **Cotton On, Sony and Tom Tailor sign up with eCargo**
- **Acquisition strategy on track; A\$6.0 million integration of Amblique Pty Limited ("Amblique") on target**

27 August, 2015 (HONG KONG): eCargo Holdings Limited (ASX: ECG) ("eCargo" or the "Company") today announced a solid revenue performance of HK\$56.8 million [A\$9.6 million] for the six month period through 30 June 2015, reflecting a strong interest by global brands towards online expansion in China and the Asia Pacific Region.

eCargo earned a gross profit of HK\$25.8 million during the six month period through 30 June 2015 and reported an EBITDA loss of HK\$11.9 million, excluding impact of foreign exchange losses. This reflects a substantial growth as compared to the prior reporting period through 31 December 2014, where the Company reported a gross profit of HK\$8.8 million and an EBITDA loss of HK\$24.4 million, excluding impact of foreign exchange losses. During the current six month period, non-recurring foreign exchange losses of HK\$5.5 million were recognised, as monetary items in foreign currency were translated into Hong Kong Dollars, the functional currency of the Company as of the reporting date.

During the period, eCargo achieved solid momentum in attracting new merchants, continuing to build on a strong customer base comprising a number of well-known fashion and retail brands such as Cotton On, Esprit, Juicy Couture, Jeanswest, Karen Millen, Kate Spade, La Perla, Invicta, New Look, New Zealand Post, Sass & Bide, Sony, Super Retail Group, Tom Tailor and The Warehouse Group.

In June, eCargo announced the expansion of the executive leadership team to include three new senior appointments, including: Mr. Franc Renzi as Chief Operating Officer, Mr. Garnok Cheung as Chief Financial Officer and Mr. Justus Wilde as Chief Strategy Officer.

Earlier in the year, eCargo completed the acquisition and integration of Amblique, one of Australia's leading specialist eCommerce providers of omni-channel strategies, retail practice and site optimisation services. The combination of Amblique's Demandware and enterprise solution expertise with eCargo's eCommerce platform solutions, China eCommerce and global supply chain capabilities has enabled eCargo to provide an expanded service and solution offer to global brands and merchants.

Commenting, eCargo Executive Chairman, Mr. John Lau, said: “We are delighted to report our interim first half year financial results as an ASX listed company and to have delivered solid top line revenue growth during the second year of our incorporation.”

“We are pleased to have been able to attract a bedrock of interesting global brands and merchants to engage eCargo, demonstrating the appeal of our business model which connects international retail brands with Chinese and Asian consumers through digital commerce. While it is taking us longer than we anticipated to convert prospective merchants formally into customers, we continue to see a very robust pipeline of future opportunities which underpins our confidence in the future.”

“The Chinese eTailing market continues to grow strongly having grown by more than 48 percent last year, with expectations that China’s eCommerce market will exceed the combined market size of the next five largest eCommerce markets in the next five years.” he said.

eCargo’s Chief Executive Officer, Mr. Christopher Lau, said: “Our acquisition strategy is on target having successfully completed and integration of Amblique. Through the acquisition, we now have a stronger team in Australia to deliver for our brand principals. Our Amblique team provide complementary systems integration capabilities to our own specialised ‘one-stop’ ecosystem that supports the development of international merchants’ expansion into the China eCommerce market. With our added technology capabilities, we are continuing to invest in new business opportunities in enterprise platform design and development.”

“Growth through merchant acquisition continues to be a key driver of our future growth and we are actively pursuing a range of opportunities in this regard.” he said.

Note to Editors:

Results Overview

(for the six month reporting period 1 January 2015 to 30 June 2015)

Net Revenue	HK\$56.8 million [A\$9.6 million]
Normalised Earnings (Loss)	HK\$(18.4) million [A\$(3.1) million]
EBITDA (Loss), excluding impact of foreign exchange	HK\$(11.9) million [A\$(2.0) million]
Net Profit (Loss)	HK\$(24.6) million [A\$4.1 million]
Cash Balance as at 30 June 2015	HK\$133.0 million [A\$22.4 million]

*The financial statements are prepared in HK\$ and all figures in A\$ presented in this announcement (except for the Amblique acquisition) are for reference only. The exchange rate applied to translate HK\$ into A\$ is A\$1.00=HK\$5.95, according to the rate published by the Reserve Bank of Australia as of 30 June 2015.



About eCargo

eCargo is a China-based eCommerce solutions provider, providing on-demand digital commerce technology development and related execution capabilities for retailers and fashion brands from around the world. eCargo acts as a “one-stop” enabling partner for designer fashion, branded apparel and retail companies seeking to sell their products online in China, Australia and around the world by providing integrated online and offline technology and supply chain solutions. eCargo connects the brands to the online customers through the development and marketing of brand site transactional platforms and in China, on Alibaba Group’s Tmall, Tencent’s Wechat and JD.com. For more information, please visit: www.ecargo.com.

Media Contacts

Fowlstone Communications

Geoff Fowlstone

T: +612 9955 9899

M: +61 413 746 949

E: geoff@fowlstone.com.au

Helen Han

T: +612 9955 9899

M: +61 475 432 676

E: helen@fowlstone.com.au