



Ensogo completes website re-launch, prepares strong merchandising push

Friday, 30th October 2015. Leading Asian e-commerce company, Ensogo Limited, today released its quarterly appendix 4C for the period 1 July to 30 September 2015.

Key milestones achieved during 3rd quarter

- Completed the re-launch of Ensogo websites across the region. The websites are now better aligned to the Company's aim to become the Vipshop of Southeast Asia.
- Appointed Daman Issar as EVP, Merchandising to lead product assortment expansion across the region
- Number of new suppliers providing product for sale doubled between July and September

Key financial metrics included

- Cash collections during the period were \$31.71m (net of refunds), a 6% increase over the 2nd quarter
- Thailand remains the best performing market with 21.2% gross turnover growth in Q3 vs Q2
- Marketing related payments increased from \$1.27M in Q2 to \$2.09M in Q3 2015; marketing spend is concentrated in Thailand
- Cash outflows reduced from \$8.25m in Q2 to \$7.18m in Q3, cash position as at Sep 30 was 38.27m

Website re-launch accelerates the transition to Vipshop style business

Mr. Kris Marszalek, co-founder and CEO of Ensogo commented: "Ensogo is committed to becoming a product led E-Commerce company using the model of Vipshop, a strategic investor in the Company. Our newly designed websites are a clear step in our journey to offer branded products in categories most relevant to our core customer group: fashion, beauty and home. Our technology teams are building out a mobile first platform that will incorporate better discoverability and easier navigation to create a more powerful customer experience and subsequently improved sales performance."

In addition Mr. Marszalek commented "we are de-emphasizing the digital discount voucher services part of the business which resulted in a short term hit to our cash collections, but this is a tradeoff we decided to take in order to build a scalable business as ASEAN's leading online discount retailer for brands."

Focus on product assortment expansion

Mr. Marszalek concluded, "Exciting merchandise is a pre-requisite to successful customer acquisition at scale, as well as retention of customers already acquired. In Q2 we initiated a region-wide

Ensogo Limited (ASX:E88)

2 Kallang Avenue, CT Hub, #03-09, Singapore 339407

T +65 6299 3011 **F** +65 6299 3435 **E** info@ensogo.com



merchandising talent acquisition effort, which has resulted in the appointment of Daman Issar as EVP Merchandising for the region. We're excited to have Daman joining us, as she brings wealth of experience to the team."

Ms. Issar was formerly the Head of Merchandising at ASOS Plc., the second most visited fashion retail website on the planet.

The company has also appointed Vice Presidents of Merchandising in each of four countries, and made significant hires at both product category manager and buyer level across its markets. Subsequent to these significant appointments, Ensogo has doubled the number of new suppliers providing product for sale between July and September alone. The build out of the product offering is expected to be an ongoing process for the next 18-24 months and hiring in merchandising, category management and buying roles is expected to continue.

-END-

For more information please contact:

Kris Marszalek

Co-Founder and CEO

Phone: +852-9666 0951

Email : kris@ensogo.com

Nick Geddes

Company Secretary

Phone: +612-92390277

Email: ngeddes@austcosec.com.au

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.

Ensogo Limited (ASX:E88)

2 Kallang Avenue, CT Hub, #03-09, Singapore 339407

T +65 6299 3011 **F** +65 6299 3435 **E** info@ensogo.com