



## Ensogo moves away from legacy services business and opens the platform to marketplace sellers; triggers strong growth in product assortment, suppliers and offering

**Friday, 29<sup>th</sup> of January 2016.** Leading Asian e-commerce company, Ensogo Limited, today released its quarterly appendix 4C for the period 1 October to 31 December 2015.

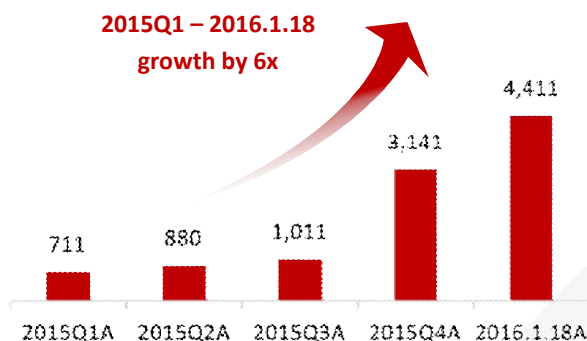
### Key financial metrics

- Cash collections during the period amounted to \$31.77m (net of refunds) vs \$37.71m in the 3<sup>rd</sup> quarter, owing to a decrease of \$4.23m in receipts from the Company's unprofitable services and discount voucher business that is being wound down as the Company moves aggressively away from its legacy business.
- Marketing related payments decreased from \$2.09m in Q3 to \$1.55m in Q4 2015; at P&L level, marketing spend during the 4<sup>th</sup> quarter was \$2.85m
- Cash outflows increased from \$7.18m in Q3 to \$8.89m in Q4, as the Company commenced investments related to its marketplace business.
- The cash position at 31 December was \$29.11m

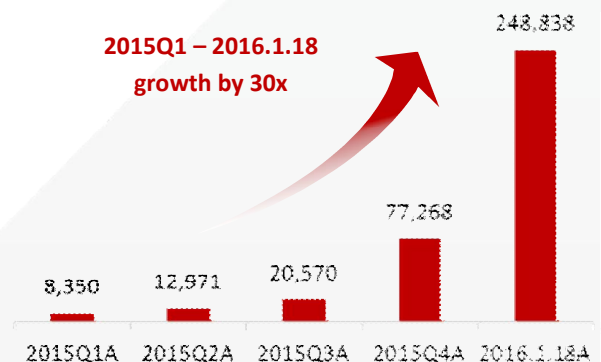
### Key milestones achieved during 4<sup>th</sup> quarter

- Opening the platform to 3<sup>rd</sup> party sellers in December across the region to further accelerate product assortment expansion
- Increase of active suppliers from 1,011 at the end of Q3 to 3,141 at the end of Q4
- Increase in products available for sale from 20,570 at the end of Q3 to 77,268 at the end of Q4
- The rapid growth in both metrics continued in January, as illustrated by the chart below (data up to 18<sup>th</sup> of Jan)

#### Total merchants growth over time:



#### Total SKUs growth over time:



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### **Opening of the platform to 3<sup>rd</sup> party sellers a game-changer for the Company**

Mr. Kris Marszalek, co-founder and CEO of Ensogo commented: “Over the last few quarters, we have been working diligently to improve our offering and have greatly expanded the product assortment available on our platform. Exciting merchandise is a pre-requisite to successful customer acquisition at scale, as well as retention of customers already acquired. In Q2 and Q3 we initiated a region-wide merchandising talent acquisition effort, strengthening teams in every market. In December we accelerated the product assortment expansion by allowing 3<sup>rd</sup> party sellers onto our platform. As a result, we have seen 1,000%+ increase in the number of new suppliers on the Ensogo platform between Q3 and Q4. The total number of active suppliers increased by more than 200% in the same period.

We have also commenced the long-awaited move away from our legacy services business. This move has impacted our revenues and cash receipts in the short term, but is necessary as we move the business into the future.”

### **Combining flash sales expertise and leadership in personalization technology to build Southeast Asia’s #1 mobile marketplace**

Mr. Marszalek added: “We are following the opening of our platform to 3<sup>rd</sup> party sellers with a release of our new mobile applications with market-leading shopping personalization technology. Launching in early February, the apps will allow us to take the large assortment we have and curate flash sales events with individual customers in mind. The result is a unique sticky shopping experience on mobile. Subsequent to February launch, driving mobile app downloads will be one of key growth drivers in 2016.”

### **Appointment of Cooper McGuire as Chief Operating Officer**

The Company is pleased to announce the appointment of Cooper McGuire as COO, effective February 15, 2016. Prior to joining Ensogo, Mr. McGuire served as Chief Financial Officer and Managing Director of Zalora Group, an online fashion retailer, since its founding in 2012 till 2015. Before Zalora, he was Group Manager for corporate finance and planning at Viet Thai International from 2010 to 2012. His career started at Goldman Sachs in New York.

Mr. Marszalek commented: “Cooper’s appointment represents a significant strengthening of the executive team. His experience in building and scaling of e-commerce businesses in Asia will prove invaluable as Ensogo enters the next phase of growth.”

He continued, “We have put Ensogo on the fast track in terms of assortment growth. The new apps are going live in February. With both milestones achieved, Ensogo’s newly strengthened team will execute on its customer acquisition strategy cost-efficiently and deliver growth rates that correspond with the size of e-commerce opportunity in Southeast Asia.”

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**About Ensogo Limited ([www.ensogo.com](http://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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