

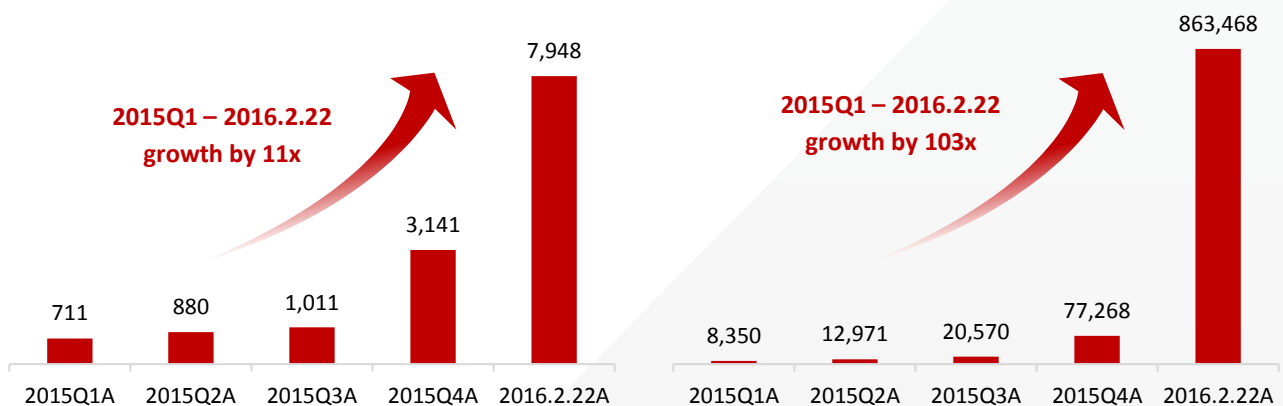
Ensogo announces FY15 results, shows strong mobile marketplace traction

Monday, 29th of February 2015. Leading Asian e-Commerce company, Ensogo Ltd, today released its annual appendix 4E for the period 1 January to 31 December 2015. Pro forma Gross Turnover for the period was \$122.2m (2014 - \$152.3m), while EBITDA loss increased to \$30.5m (2014 - \$20.4m) as the company moved away from its legacy services business and to the rapidly growing Ensogo product marketplace platform. The Company also recorded an impairment of approximately \$49.3m related to legacy assets.

Over the past 12 months the Company's key highlights included:

- Securing strategic investment from Vipshop
- Strengthening of register with investments from blue chip institutions
- Opening of the Ensogo marketplace to 3rd party sellers and the rapid growth of products available for sale
- Launch of the new Ensogo mobile application driving customer engagement and acquisition
- Appointment of Cooper McGuire as Chief Operating officer

Mr Kris Marszalek, Co-founder and CEO of Ensogo said, "The successful launch of the Ensogo marketplace platform saw our supplier numbers grow from just over 1,000 at the end of Q3 2015 to almost 8,000 in February 2016. This has translated into exceptional growth in the number of products available for sale on Ensogo websites, from around 20,000 at the end of Q3 2015 to over 860,000 in Feb 2016."



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Mr Marszalek, continued: “The move away from the legacy services has impacted results negatively in the short term, but our singular focus on the success of our marketplace business allows us to run a more efficient organization in a highly scalable manner going forward.”

“2015 was a pivotal year for Ensogo with a tremendous amount of difficult, unpopular and unattractive work done behind the scenes to position the company for the future. We have integrated every country of operation onto one technology platform, Ensogo *Edge*, commenced the long-awaited move away from our legacy services business and successfully addressed the growth of product supply by the opening of our marketplace platform. Combining this highly scalable approach with our curation expertise and newly developed personalization technology creates a unique, compelling and highly engaging mobile shopping experience. We’re committed to building an outstanding e-Commerce business and I believe we are now finally well placed to achieve our vision.”

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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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