

23 November 2015

Completion of sale of fixed price retail business

Grays eCommerce Group Limited (ASX: GEG), Australia's largest listed eCommerce group, today announced the completion of the sale of its fixed price retail (FPR) businesses.

As announced on 1 October 2015, GEG has sold its FPR businesses – incorporating the assets of OO.com.au, dealsdirect.com.au and topbuy.com.au – to MySale Group plc (MySale) for \$5.2 million.

GEG has received the initial purchase price component, being \$3.0 million. The second purchase price component, being a further \$2.2 million, will be received on 31 January 2016.

- ENDS -

For more information please contact:

Corporate

Mark Bayliss – CEO
P: +61-2 9112 9440

Investors and media

Ronn Bechler – Market Eye
P: +61-400 009 774

About Grays eCommerce Group Limited

Grays eCommerce Group Limited is listed on the ASX (ticker: GEG). The company operates two business segments – B2B and B2C.

The B2B business segment comprises the business-facing components of the graysonline brand, the graysasset and graysmining brands, as well as DMS Davlan and Bryan Andrews Auctions. Collectively, these brands are the largest B2B online auction marketplace in the Asia Pacific region for used plant and equipment. The business provides a full range of valuation and project-management functions for a range of clients including major corporations, insolvency practitioners, financiers and banks.

The B2C business segment comprises the consumer-facing components of graysonline, and offers auction-based consumer product sales. Strong relationships with local and international brand owners across numerous product categories are key to its success. Grayswine is the third largest visited online wine site in Australia and through its websites, graysonline.com.au and grayswine.com.au sells more than 6 million bottles of wine each year.

For further information go to www.graysecommercegroup.com.au or www.graysonline.com.au. For further information go to www.graysecommercegroup.com.au or www.graysonline.com.au