

22 September 2014

NEW CEO FOR ESTARONLINE

Dear Shareholder,

I am delighted to announce that Andrew Buxton has been appointed as the new CEO for EstarOnline. Andrew joins us with a wealth of ecommerce and retailing experience. He was formerly CEO, Multi-Channel at the Warehouse Group, and CEO of Torpedo 7.

The board would like to thank Andy Brown for his energy and commitment as acting CEO. During Andy's time in this role we have made some significant gains in market awareness and new commercial opportunities. Andy will resume his role as Head of Operations and Technology once Andrew Buxton starts with us on 13th October 2014.

Regards,



Stuart Natrass
Chairman EstarOnline

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