

ASX / Press Release

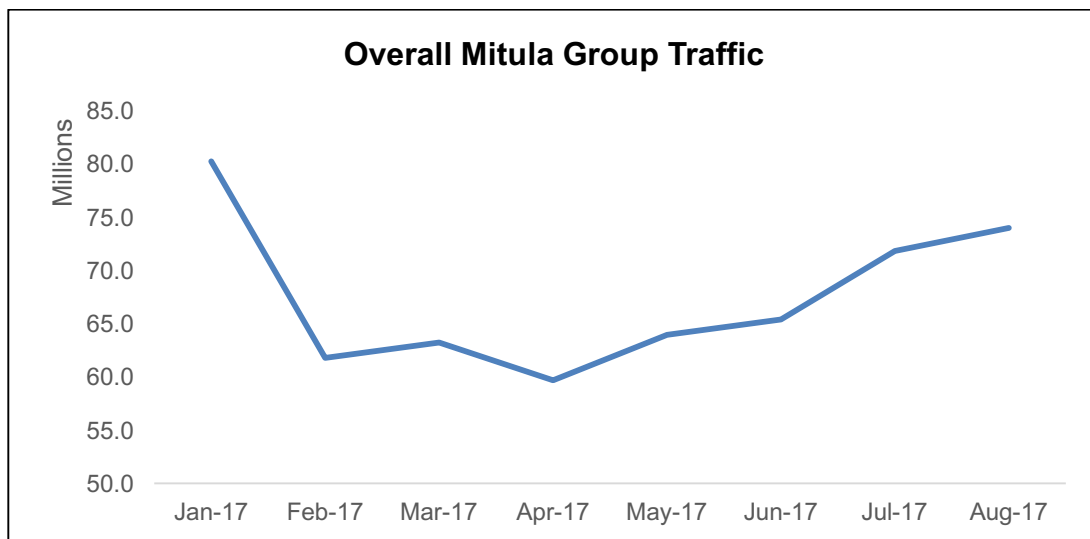
14 September 2017

## Mitula Group Update: Traffic Continues to Return in August and Company Reaffirms Full Year Guidance

The Mitula Group Limited (“**Mitula Group**” or “**Company**”) (ASX: MUA), a leading global classifieds group, continued to see traffic return to its network of sites reporting 74.0 million visits in August 2017 – a growth of 3.1% over July 2017 and a growth of 8.4% over August 2016.

Visits	2017	2016	Growth
July (m)	71.8	66.0	8.8%
August (m)	<b>74.0</b>	68.2	<b>8.4%</b>
% Growth (month on month)	<b>3.1%</b>	3.3%	

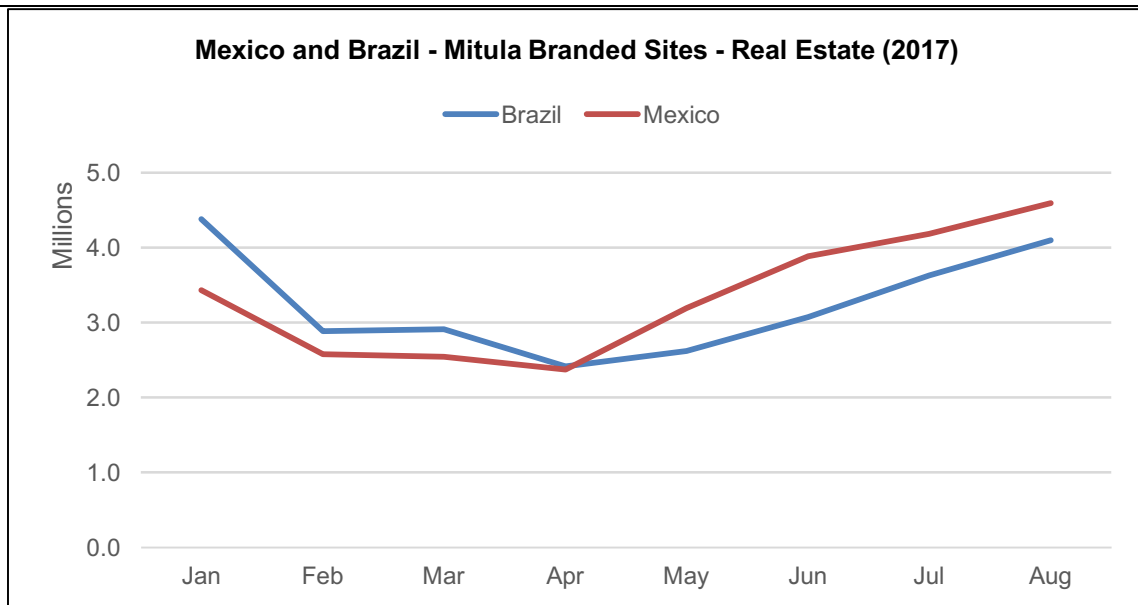
The 74.0 million visits to the Mitula Group sites in August make it the second best visitation month ever for the Company.



When looking at two of the major markets, real estate sites in Mexico and Brazil, we continue to see traffic return strongly to the Mitula branded vertical search sites.

In August, Brazilian visitation was up 44.7% year on year and Mexico traffic was up 33.4% year on year.

For personal use only



**Mitula Group’s CEO, Gonzalo del Pozo** said: “In August we were pleased to see a continued strong recovery in our organic search traffic to Mitula-branded sites and we remain confident that visitation will return to expected levels by the end of the year.

“We are also pleased with the continued implementation of our Closer to the Transaction strategy whereby we are focusing on capturing more value from our existing 74 million visits through a series of advertising and transaction based products and services.

“We are expecting a good finish to the year driven by the return of traffic and by the continued roll out of advertising and transaction based products and services. We expect to deliver between \$34m and \$36m in revenues for the full year with an adjusted EBITDA of between \$12m and \$13m.”

**ENDS**

**About the Mitula Group**

The Mitula Group was founded in 2009 and is a leading digital classifieds group operating vertical search, portals and transaction based sites.

- It operates 110 vertical search sites across property, employment, motoring and fashion in 52 different countries and 19 different languages. These sites operate under the Mitula, Fashiola, Kleding.nl, Nestoria and Nuroa brands.
- It operates 10 property portals in 9 South East Asian countries under the Dotproperty and Thailand-property brands.

The Mitula Group generated over 74 million visits in August 2017 to its network of vertical search and portal sites.

For personal use only

The Mitula Group monetises visits to these sites through a range of products and services including:

- Clicks based revenues – Google AdSense and cost-per-click (“CPC”) sales;
- Advertising based revenues – display advertising, listing sales (on portals), native ads, and other advertising products; and
- Transaction based revenues – cost-per-acquisition (“CPA”) and commission share products.

The Mitula Group customers include portals (property, employment and motoring), online fashion stores, general classified sites, real estate agents, developers and general display advertisers.

The Company listed on the Australian Securities Exchange (“ASX”) on 1 July 2015 and trades under the ASX code MUA.

## Further Information

Gonzalo del Pozo  
CEO

[gonzalo@mitulagroup.com](mailto:gonzalo@mitulagroup.com)

Simon Baker  
Chairman

[simon@mitulagroup.com](mailto:simon@mitulagroup.com)

For personal use only