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Mitula Group announces strong Thanksgiving performance for Fashiola and reaffirms earnings guidance

The Mitula Group Limited (“**Mitula Group**” or “**Company**”) (ASX: MUA), a leading global classifieds group, is pleased to provide an update on recent operational achievements and reconfirm full year guidance.

Continued strong momentum at Fashiola

Fashiola continues to deliver strong growth across all key performance metrics as it gains traction in its key markets and launch in new countries.

In the recent Thanksgiving weekend, Fashiola achieved more than 4,500 transactions on Black Friday, representing more than triple the transaction volumes for a typical Friday. The December quarter is historically Fashiola’s strongest quarter, with increased transaction volumes leading into Christmas and New year.

Over the last 2 months, Fashiola also successfully launched new sites in India and United Arab Emirates, which brings the total number of markets served to 22, and is working towards new country launches in selected key markets in 2018.

Mitula, Nestoria and Nuroa

Mitula Group continues to execute its “Closer to the Transaction” strategy, underpinned by continued recovery in key metrics. In the current quarter, Nestoria launched in Switzerland, Turkey and Portugal, while Nuroa launched in Switzerland, Portugal and Morocco.

Mitula Group’s CEO Gonzalo del Pozo said:

“We are very pleased with the momentum that Fashiola has achieved leading into the busiest month of the year. The overall business continues to perform strongly on all key operational metrics, having delivered record monthly revenue in October 2017, and remains confident in achieving full year revenue and EBITDA guidance. Further updates on traffic and other key operational metrics will be provided alongside the Company’s full year results disclosures in February 2018.”

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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; and
- 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 September 2017 to its network of vertical search and portal sites.

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”), cost per-lead (“CPL”) and commission sharing 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

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