

ASX / Press Release

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Mitula Group Maintains Strong 2018 Growth with Record Revenue and Visits in April

The Mitula Group Limited (“**Mitula Group**” or “**Company**”) (ASX: MUA), a leading global classifieds group, had record revenue¹ and traffic² in April 2018. This continues to build on the record first quarter and reflects the strong start to the 2018 financial year.

Key highlights:

- Record monthly revenue of AUD 3.8 million in April 2018, up 44.7 percent over April 2017 and an increase of 8.6 percent over March 2018;
- Continued strong implementation of the ‘Closer to the Transaction’ strategy with approximately 23 percent of revenue in April generated from advertising and transaction-based products; and
- Record traffic to the Company’s sites in April 2018 with 83.0 million visits, an increase of 39.0 percent over the 59.7 million visits in April 2017.

Revenue for April 2018 was a record AUD 3.8 million, an increase of 44.7 percent over April 2017. The growth in revenue was all organically driven as Kleding BV (Fashiola), the most recent acquisition, was purchased on 2 March 2017 and its revenues were included from that date. April’s revenues are an increase of 8.6 percent over March 2018.

During April 2018, approximately 23 percent of revenue was generated from advertising and transaction based products with the remainder generated from the traditional clicks based products. This is a result of the continued roll out of the Mitula Group’s ‘Closer to the Transaction’ strategy that focuses on increasing the value captured from each visit rather than relying on increasing the number of visits.

April was a record traffic month for the Mitula Group with the Company’s network of sites receiving 83.0 million visits, an increase of 39.0 percent over April 2017.

Gonzalo del Pozo, CEO of the Mitula Group, commented: “We are extremely pleased with our performance in April. The first four months of the year have delivered very strong growth for the business.

¹ Non audited management accounts

² Google analytics

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“The 44.7 percent year-on-year growth in April revenue is a result of the strong increase in traffic and the continued implementation of the Company’s ‘Closer to the Transaction’ strategy whereby we are focusing on extracting more value from each visit.”

“In addition we are extremely pleased with the strong 39.0 percent year-on-year growth in April visits to 83.0 million. This shows that we have well and truly put behind us the traffic issues of 2017.”

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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 54 different countries and 21 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 a record 83.0 million visits in April 2018 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 sales;
- Advertising based revenues: display advertising, listing sales (on portals), native ads, and other advertising products; and
- Transaction based revenues: cost-per-acquisition, cost-per-lead 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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