



DateTix Group Ltd (ASX:DTX)

22 March 2017

London matchmaking store opens ahead of schedule

- **DateTix Group has opened its first ever UK-based matchmaking store in London, United Kingdom, two months ahead of previous forecasted timeline**
 - Company's first UK-based matchmaking store opened in the heart of London's West End, making it ideally situated to serve the needs of busy single professionals
- **Company is well positioned to capture share of the approximately \$50 million per year matchmaking market in the United Kingdom¹**
 - DateTix Group's award-winning and highly recognisable Lovestruck brand, operating in London since 2006, is well positioned to become a leader in the United Kingdom's matchmaking market
- **DateTix Group's overall expansion schedule currently being accelerated as a result of continued strong growth in matchmaking revenues and free cash flow profits from its flagship Hong Kong store**
 - Hong Kong matchmaking business has continued its strong growth as a result of the company's proven online dating plus offline matchmaking business model
 - Expansion timeline brought forward with multiple new matchmaking store openings and salesforce expansion forecasted for upcoming quarters

DateTix Group Ltd (ASX:DTX) is pleased to announce that the company has opened its first ever matchmaking store in London, United Kingdom, approximately two months ahead of its previous forecasted expansion timeline. The matchmaking store is located in the heart of London's West End, an ideal and convenient location to serve the needs of busy single professionals who lead successful careers and are looking for a tailored, one-on-one matchmaking service that can help them with finding a spouse or life partner.

The company believes that it's well positioned to capture share of the approximately \$50 million per year matchmaking market in the United Kingdom by leveraging its well established Lovestruck brand and sizable online user base. Lovestruck was originally founded in London in 2006 and has become a

¹ Company estimates extrapolated based on Mintel's estimates of the United Kingdom's online dating market size of £165m in 2015, and IBISWorld's estimates of the breakdown of the 2015 United States dating services market between online dating and offline matchmaking, with each representing 74.9% and 14.2%, respectively



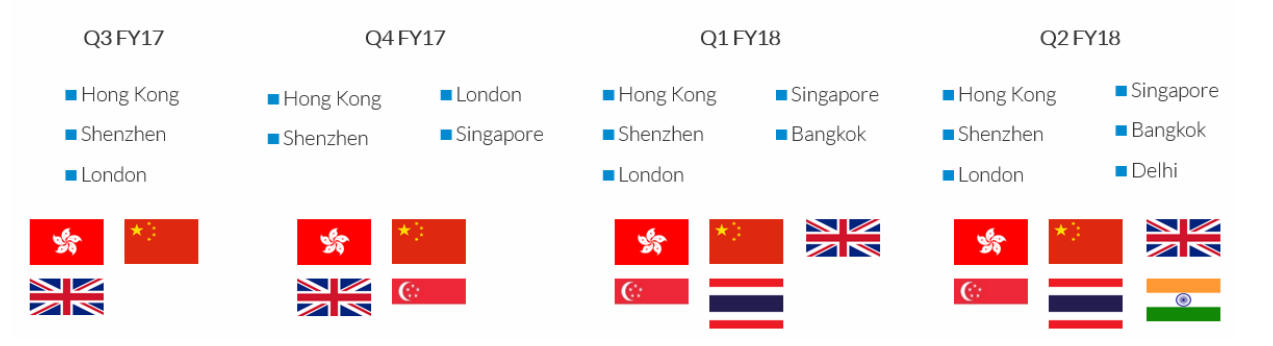
highly recognisable and preeminent online dating brand with an award-winning reputation, giving potential clients significantly added confidence in purchasing matchmaking services.

DateTix Group's matchmaking store at 4th floor, 16 D'arblay Street, Soho, London



DateTix Group's overall expansion schedule is currently being accelerated as a result of the continued strong growth in matchmaking revenues and free cash flow profits from its flagship Hong Kong store. The company looks forward to expanding its proven online dating plus offline matchmaking business model into new cities in the upcoming quarters. Singapore and Bangkok are next on the roadmap, as the company already owns sizable online user bases in those two cities. Longer-term, the company plans to replicate and scale its hybrid online plus offline business model into major cities across Asia, first targeting markets that have large populations of single professionals.

Timetable for new matchmaking store openings





DateTix Founder and CEO, Michael Ye: *“The continued strong growth momentum we are seeing from our Hong Kong matchmaking business gives us confidence to quickly scale our online dating plus offline matchmaking business model into new markets to capture and consolidate share in the highly fragmented global market for matchmaking services.”*

Lovestruck Co-Founder, Brett Harding: *“London is one of the world’s largest markets for dating services, and Lovestruck is already recognised as one of the city’s premium online dating platforms. This brand recognition allied with an existing, large online user base provides us with a clear long-term competitive advantage in penetrating the offline matchmaking market in the United Kingdom.”*

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About DateTix Group

DateTix Group is a leading provider of dating services, including online dating, premium matchmaking and events. The company’s online dating platforms include the DateTix app, the Lovestruck platform and the Noonswoon app.

The DateTix app is a mobile online marketplace that facilitates offline dates by connecting like-minded people who are nearby each other and free at the same times. DateTix members can easily meet new people at nearby establishments for meals, drinks, live events, outdoor activities and more, for a wide range of intentions, including casual dating, serious relationship, friendship, business networking. For more information, please visit <http://www.datetix.com>

Lovestruck is a leading premium online dating platform currently operating in Hong Kong, Singapore and the United Kingdom. Founded in 2006 in London, Lovestruck has established itself as a premium brand in a competitive yet burgeoning market. Genuinely regarded as a preeminent brand within the dating industry and a founding member of the Online Dating Association, Lovestruck has won numerous awards, most notably ‘Online Dating Brand of the Year’ for two years in a row at the UK Dating Awards. For more information, please visit <http://www.lovestruck.com>

The Noonswoon app introduces members to a limited number of curated and high quality matches each and every day. Unlike other dating apps that are focused on profile quantity, Noonswoon focuses on the quality and compatibilities of profiles, aiming to introduce people who have similar socio-economic backgrounds and values. For more information, please visit <https://www.noonswoonapp.com>