

ASX/Media Release
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Mitula Group Uses Big Data to Launch First Housing Price Trends Report

Highlights:

- The Mitula Group has published its first property price trends report covering the Spanish market and will roll out other countries shortly.
- The reports use a combination of internal and external data to provide insights into local, regional and global property sale price and rental returns trends as well as consumer behaviour.
- The Company has established a dedicated Big Data and Insights Business Unit to mine and analyse terabytes of data collected over the last 5 years.

The Mitula Group Limited ("**Mitula Group**" or "**Company**") (ASX:MUA), a leading global digital classifieds group, has launched its first housing price trends report for the Spanish market produced by its newly formed Big Data & Insights Business Unit. This is the first in a series of regular reports covering global and local property and automotive trends.

The Spanish market housing price trends report provides detailed information on the variations and movements of real estate prices throughout the country as well as identifying trends and potential changes in the real estate cycle.

The objective of the report is to provide all those operating in the Spanish real estate market with better information when making critical property related decisions on a quarterly basis.

The Mitula Group recently established a Big Data and Insights Business Unit to analyze terabytes of data and to produce high quality insights into the global property and automotive markets. The team is developing global and local market insight reports for distribution to the industry and media as well as market intelligence tools for our advertising partners.

The analysis uses a strict and rigorous methodology that combines 5 years of internal data, including user behavioural data, with data from official external sources to create comprehensive insights into what is happening in these valuable markets.

Gonzalo del Pozo, CEO of the Mitula Group, commented: "We see our role in the online classifieds market as broader than just providing traffic to our advertisers. We have an enormous amount of data that allows us to provide the local, regional and global real estate and motoring industries with valuable insights into what is truly happening in their markets."

More information about the Spanish Housing Price Trends Report can be found at www.mitulagroup.com.

About Mitula Group

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

- It operates 79 vertical search sites across property, employment and motoring in 49 different countries and 19 different languages. These sites operate under the Mitula, Nestoria and Nuroa brands.
- It operates 10 property portals in nine South East Asian countries under the Dotproperty and Thailand-property brands.

The Mitula Group generates over 60 million visits per month to its network of classified vertical search and portal sites.

The Mitula Group monetises visits to these sites through a range of products and services including Google AdSense, cost-per-click ("CPC") sales, display advertising and listing sales.

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

The Company listed on the Australian Securities Exchange on 1 July 2015 and trades under the ticker code MUA.

Further Information

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