

**ASX/Media Release**  
**20 February 2017**

## **Mitula Group Sites Attract Record Visits and Deliver Record Click Outs to Advertising Partners in January**

Highlights:

The Mitula Group network of sites soar to new heights in January:

- Receiving 80.2 million visits – a record number and a year on year growth of 30.8%; and
- Delivering 125.1 million clicks outs to advertising partner sites – also a record number and a year on year growth of 34.5%

The Mitula Group Limited (“**Mitula Group**” or “**Company**”) (ASX: MUA), a leading global classifieds group, has had a record start to 2017. In January, the Company attracted a record number of visits to its network of sites and delivered a record number of click outs to its advertising partners.

<b>KPI</b>	<b>Jan 2017</b>	<b>Jan 2016</b>	<b>Change</b>
Monthly Visits (m)	80.2	61.3	30.8%
Monthly Click Outs (m)	125.1	93.0	34.5%
Click Outs / Visit	1.56	1.52	2.6%

Gonzalo del Pozo, the CEO of the Mitula Group, commented: “The growth in traffic each January provides us with a strong indication of the likely performance of the Company over the coming 12 months. Therefore, we are very happy with the growth in traffic and the corresponding growth in click outs generated in January.

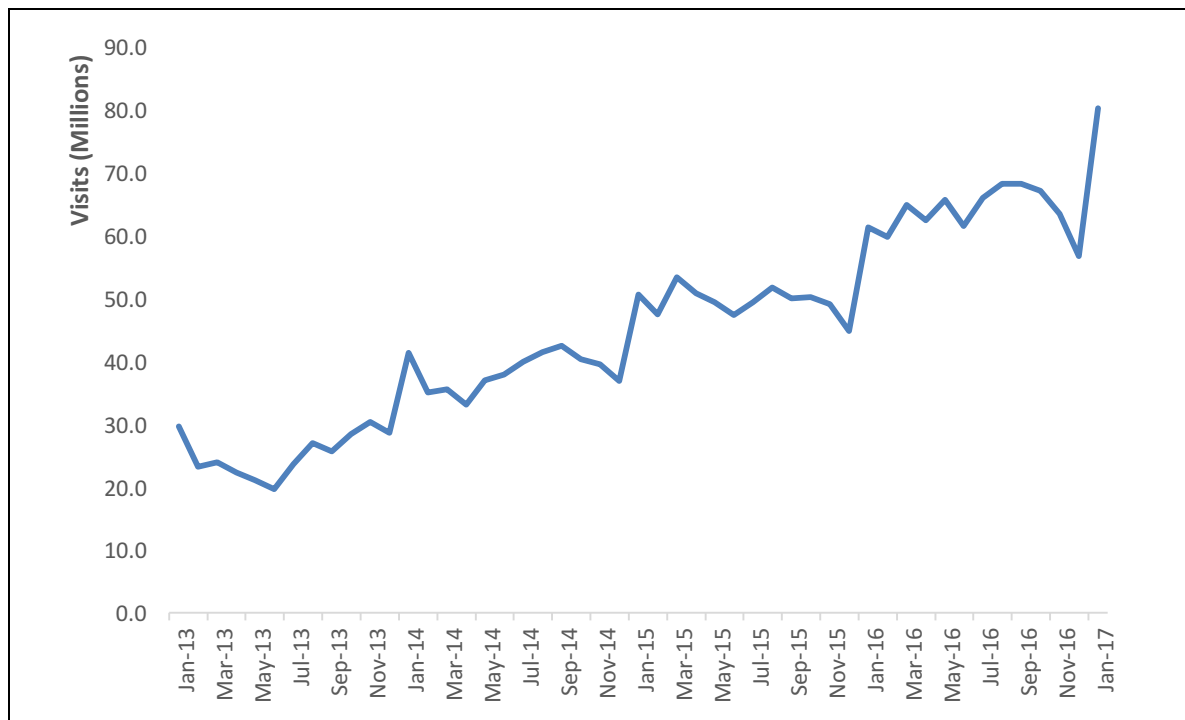
“The strong growth is evidence that people across the globe increasingly rely on Mitula’s sites to discover classifieds listings and continues to cement Mitula’s place as an important driver of leads to our advertising partners.

“We are also happy that there has been strong growth across all regions and across all market segments.”

### **Visits to the Mitula Group Sites**

In January, the Company received 80.2 million visits to its network of sites. This was an increase of 30.8% over January 2016.

All regions delivered strong year-on-year growth in traffic with the America's increasing by 37.0%, Asia Pacific (APAC) by 30.9%, and Europe/Middle East/Africa (EMEA) by 24.6%.



In January 2017, the 10 countries generating most visits were:

1. Brazil
2. Mexico
3. Spain
4. Chile
5. India
6. Colombia
7. Italy
8. Argentina
9. Indonesia
10. United Kingdom

The established markets (Tier 1 countries) grew by 25.2% year on year, the emerging markets (Tier 2 countries) by 34.8%, while the early stage markets (Tier 3 countries) by 15.3%.

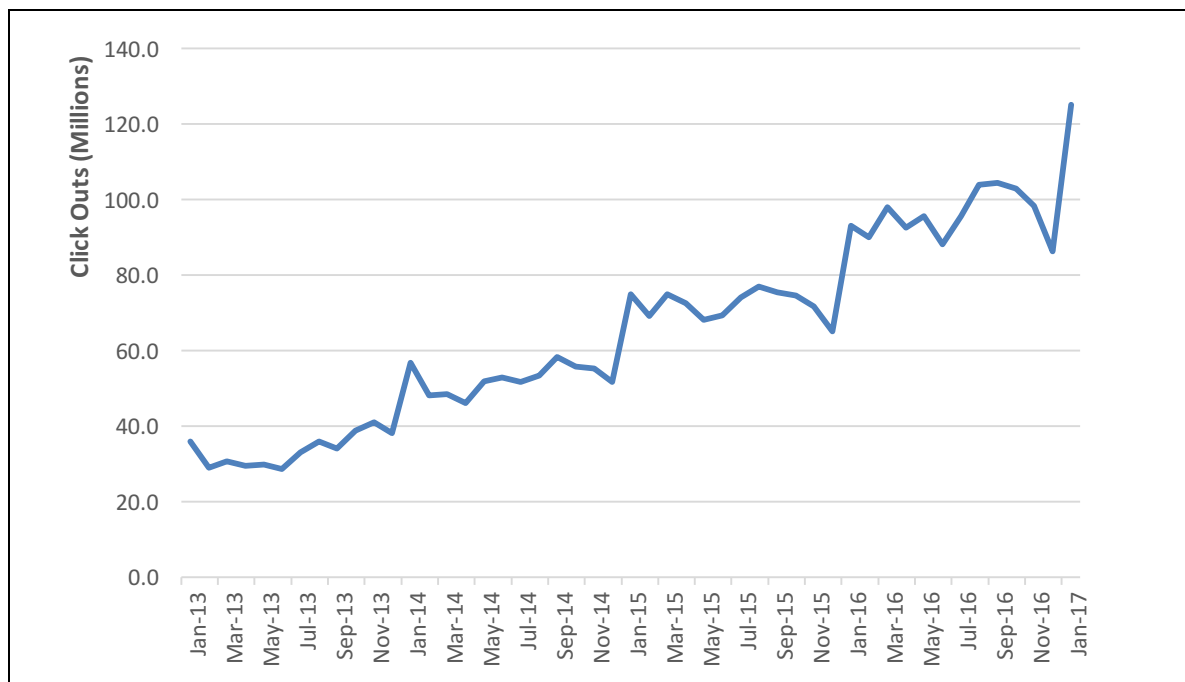
## Sources of Visits

Visits from organic search (SEO) remained relatively stable at 69.8% of total traffic while visitation to the Company's Apps grew from 0.5% of total traffic in January 2016 to 2.2% in January 2017. Paid search traffic continues grow roughly in line with the growth in revenue and is used to fulfil existing CPC contracts.

Source of Visits	Jan 2017	Jan 2016	Jan 2015	Jan 2014
Organic Search	69.8%	68.7%	73.2%	75.7%
Direct - Website	20.9%	24.4%	22.0%	20.2%
Direct - Apps	2.2%	0.5%	0.0%	0.0%
Paid Search	7.1%	6.3%	4.8%	4.1%

## Click Outs

During January, the Mitula Group delivered over 125.1 million click outs to its advertising partners. This was an increase of 34.5% over January 2016. The strongest growth came in the America's region, where the Mitula Group delivered a year on year increase of 47.4% in click outs while the APAC region grew by 24.8% and the EMEA region by 23.0%.



In January 2017, the 10 countries receiving the most click outs were:

1. Brazil
2. Mexico
3. Chile
4. Spain
5. Colombia
6. Italy
7. Argentina
8. Portugal
9. United Kingdom
10. Indonesia

Click outs per visit increased by 2.6% over the previous January to 1.56.

## About the 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 80 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 out ("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

Gonzalo del Pozo  
CEO  
[gonzalo@mitulagroup.com](mailto:gonzalo@mitulagroup.com)

Simon Baker  
Chairman  
[simon@mitulagroup.com](mailto:simon@mitulagroup.com)