

**ASX / Press Release**

17 January 2018

**Mitula Group Appoints Mrs Natthanathorn Ford as  
General Manager of DotProperty Business**

The Mitula Group Limited (“**Mitula Group**” or “**Company**”) (ASX: MUA), a leading global classifieds group, is pleased to announce the appointment of Natthanathorn (“Natt”) Ford as General Manager (“GM”) of the DotProperty Business.

Natt has a distinguished working history in the online classifieds industry. She has extensive experience within the Asia Pacific region across sales, marketing and business development. Natt is the former GM Thailand for REA Group Asia (part of the REA Group) and was responsible for the integration of the Prakard.com business into the REA Group.

Prior to working with the REA Group, she was President of Core Markets for Tickled Media, responsible for the overall management and operation of the 5 key markets in South East Asia and India. Prior to Tickled Media, she was GM Thailand for iCar Asia and the Sales Director Thailand for PropertyGuru.

Ben Neve, Founder and CEO of the DotProperty business, will become the GM of Mitula’s new South East Asia Property Transaction business, which will focus on leveraging the Mitula Group assets to market and sell real estate in the SE Asian market. This business unit is being formed as part of the Mitula Group’s Closer to the Transaction strategy.

**Gonzalo del Pozo, CEO and Managing Director of the Mitula Group, commented:** “We are extremely excited to have Natt Ford join the business. She has extensive online business experience in the South East Asian market and is in great position to help drive the growth of the DotProperty business.”

“We are also excited that Ben Neve will be heading up our new South East Asian Property Transaction business unit. He will work closely with Natt to ensure the smooth transition of leadership.”

**ENDS****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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