

ASX / Press Release

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**Mitula Group Launches Investment Fund to Accelerate
'Closer to the Transaction' Strategy**

The Mitula Group Limited (“**Mitula Group**” or “**Company**”) (ASX: MUA), a leading global classifieds group, is pleased to announce the launch of the **Mitula Group Investment Fund** (“Fund”). The Company will allocate up to A\$4.0 million for investment opportunities in 2018.

The Fund’s mandate is to invest in innovative new businesses that are aligned with Mitula Group’s ‘Closer to the Transaction’ Strategy. In doing so, the Company plans to extract greater yield from its 75 million visits each month to its websites, to leverage its core assets including its database of listings and historic search data, and to utilise its strong search engine optimisation and technology skills.

The Fund is now open for applications and the Mitula Group will undertake a global campaign to build awareness of the Fund and the opportunity it provides for early stage businesses to partner with and leverage the Company’s assets, brands and websites. The Fund is expected to make investment decisions in the coming months and to invest the majority of the allocated funds over the course of calendar year 2018.

The Fund envisages taking stakes of 20-30% in the companies in which it invests and holding a portfolio of 5-10 investments at any one time. The Fund seeks to back motivated entrepreneurs and will structure its investments to enable strong autonomy and alignment with the Company’s goals. By introducing third parties into its global ecosystem of brands and relationships, the Mitula Group aims to accelerate growth within its own businesses.

The Fund will report to the Board and be overseen by Mitula Group Non-Executive Director, Gonzalo Ortiz. Mr Ortiz has extensive experience accelerating early-stage digital companies and is a Director of the Spanish based Onza Investment Fund, a venture capital firm focused on innovative Internet companies and mobile platforms in key sectors of the online world.

Gonzalo del Pozo, CEO and Managing Director of the Mitula Group, commented: “As we continue to drive our Closer to the Transaction Strategy, we have identified a wide range of opportunities that we could internally develop. We believe the most effective path to monetising these opportunities is in partnerships with entrepreneurs aligned to rapid and sustainable growth and operating within the Mitula Group ecosystem. Mitula is well placed to leverage our market leading assets, along with our experienced management team, to acquire stakes in valuable, high potential businesses and accelerate their growth and development.”

Applications for investment can be sent to investment@mitulagroup.com.

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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 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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