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Mitula Group delivers record revenues and visits in first quarter 2018

The Mitula Group Limited (“**Mitula Group**” or “**Company**”) (ASX: MUA), a leading global classifieds group, is pleased to report a record start to the 2018 financial year.

Key highlights:

- Record quarterly revenue¹ of AUD 9.3m in first quarter² 2018, up 17.4 percent over first quarter 2017;
- Record monthly revenue of AUD 3.5m in March 2018, up 30.1 percent over March 2017;
- Strong progress in implementing ‘Closer to the Transaction’ strategy with 24% of quarterly revenue generated from advertising and transaction-based products; and
- Record visitation to the Company’s sites in both the first quarter 2018 and March 2018, supported by positive changes to the Google algorithm.

Revenue for the first quarter 2018 was a record AUD 9.3 million, an increase of 17.4 percent over the first quarter of 2017.

Of particular note was the performance in March 2018 where the Company delivered record revenue of AUD 3.5 million, an increase of 30.1 percent³ over March 2017. This is a ‘like for like’ comparison as Kleding BV (Fashiola) was acquired on 2 March 2017 and its revenues were included from that date.

For the first quarter, 24.2 percent of revenue was generated from advertising and transaction based products while 75.8 percent of revenue was generated from the traditional clicks based products. This is a direct result of the Mitula Group’s ‘Closer to the Transaction’ strategy that focuses on increasing the value captured from each visit rather than just relying on increasing the number of visits.

There were a record 223 million visits⁴ to the Company’s network of sites during the quarter, an increase of 8.8 percent over the previous corresponding period.

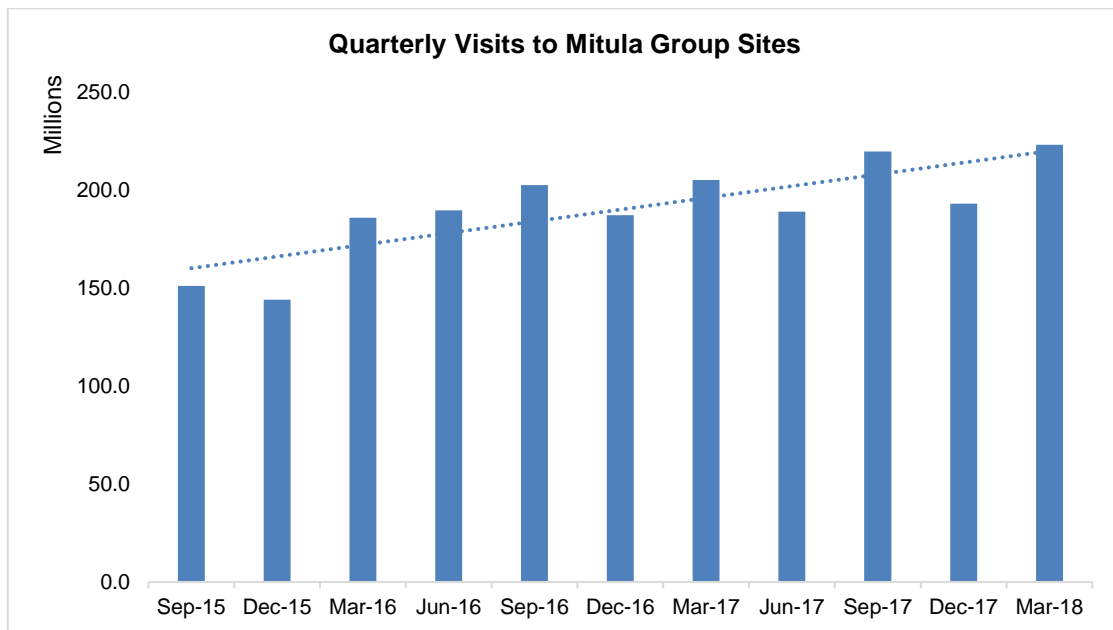
March 2018 was a particularly strong month with the Company receiving a record 80.8 million visits, a 27.8 percent increase over March 2017. This was particularly impressive as Easter commenced during the last week of March 2018 compared to being mid April in 2017.

¹ Unaudited financial accounts. Kleding BV (Fashiola) was acquired 2 March 2017 and thus only March revenues included in first quarter 2017 revenues.

² Mitula Group has a 31 December full year reporting date so first quarter refers to 3 months to 31 March

³ March 2018 vs March 2017 revenue comparison both include revenues from the Kleding BV (Fashiola)

⁴ Source: Google Analytics



Gonzalo del Pozo, CEO of the Mitula Group, commented: “We are extremely pleased with the performance of the Company in the first quarter of 2018.

“The strong growth in revenue is a result of the continued implementation of the Company’s ‘Closer to the Transaction’ strategy whereby we are focusing on extracting more value from each visit rather than just relying on increasing the number of visits. This can be seen with 24.2 percent of revenue now being generated by advertising and transaction based products and services.

“We have also seen strong growth in visits partially driven by a positive change in the Google search algorithm in early March 2018. We are particularly pleased with this as the last week of March this year was the start of the traditionally slow Easter period. This strong traffic growth continues to be seen in the first week of April.”

The Company plans to hold its AGM on May 24, 2018.

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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 54 different countries and 21 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 an average of 74 million visits per month during the first quarter of 2018 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 sales;
- Advertising based revenues: display advertising, listing sales (on portals), native ads, and other advertising products; and
- Transaction based revenues: cost-per-acquisition, cost-per-lead 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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