

ASX / Press Release

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Mitula Group strengthens Group Management Team with appointment of Simon Bray as General Manager of Real Estate

The Mitula Group Limited (“**Mitula Group**” or “**Company**”) (ASX: MUA), a leading global classifieds group, is pleased to announce the appointment of Simon Bray as General Manager of Real Estate.

Simon will be responsible for overseeing all Mitula Group real estate based assets and for driving performance and synergies across click sales, advertising products, portals and transaction based products.

Simon brings extensive experience in online real estate classifieds. Prior to joining Mitula Group, Simon spent the last 5 years as CEO of Private Property, a leading South African property portal. During his leadership, Private Property had revenue growth of 20%+ per annum, EBITDA growth of 25%+ per annum, a 30% EBITDA margin, and 5 million monthly visits.

Simon joined Private Property in 2012, when it acquired a software company he co-founded – this business has since grown into South Africa’s largest provider of real estate software.

Simon is relocating to Madrid and will be based in Mitula Group’s head offices.

Gonzalo del Pozo, CEO of the Mitula Group, commented: “We are extremely excited to have Simon join the Mitula Group Management Team. He brings extensive experience and strong track record in online real estate that will allow us to rapidly accelerate our growth in that segment.

“This appointment continues to strengthen our management team and builds on the appointment of Natt Ford as the GM of the DotProperty Business and the re-appointment of Peter Langenkamp as the GM of Fashiola, our online fashion business.”

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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

Gonzalo del Pozo
CEO
gonzalo@mitulagroup.com

Simon Baker
Chairman
simon@mitulagroup.com