

ASX / Press Release

02 July 2018

LIFULL Co. Ltd shareholders approve issue of shares to Mitula Group shareholders

The Mitula Group Limited (“**Mitula Group**”) (ASX: MUA), a leading global classifieds group, has been advised that LIFULL Co Ltd (**LIFULL**) shareholders met on the 28th June 2018 and approved the issue of LIFULL shares to Mitula Group shareholders in connection with the proposed scheme of arrangement announced on 9 May 2018. This key condition precedent has now been satisfied.

Implementation of the scheme remains subject to approval by Mitula shareholders, approval by the Supreme Court of Victoria and other customary conditions.

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 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 a record 83 million visits in April 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

Simon Baker	Chairman - Mitula Group	simon@mitulagroup.com
Gonzalo Del Pozo	CEO - Mitula Group	gonzalo@mitulagroup.com
Tim Antonie	Principal - Stratford Advisory	+61 411 268 217
David Petrie	Principal - Stratford Advisory	+61 402 065 270