

ASX / Press Release

02 July 2018

Change of Registered Office and Principal Place of Business

The Mitula Group Limited (ASX: MUA) wishes to advise that its registered office and principal place of business have changed, with immediate effect to:

Mitula Group Limited
Suite 810, Level 8
2 Queen Street
Melbourne, VIC 3000

Fax: +61 3 9614 5266

Tel: +61 3 9614 5200

Further information

Lee Mitchell

Company Secretary

+61 416 163 559

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.