

ASX / Press Release

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**Mitula Group Appoints Mr Matthew Campbell as
CEO of DotProperty Group**

The Mitula Group Limited (“**Mitula Group**” or “**Company**”) (ASX: MUA), a leading global classifieds group, is pleased to announce the appointment of Matthew Campbell as Chief Executive Officer (“CEO”) of the DotProperty Group.

Dot Property is a fast-growing property marketplace group operating across countries in South East Asia. Matthew Campbell replaces Founder and CEO Ben Neve as the operational and strategic lead for the DotProperty Group.

Matthew has over 10 years experience in global business development, revenue growth and strategy within the proptech and portal industries. He spent more than a decade helping build DIAKRIT into a global real estate solutions leader. As VP International Sales and a member of the Executive Management Team, he helped DIAKRIT drive exponential growth, and led the creation and execution of sales and marketing strategies. Some of real estate’s biggest names signed up with DIAKRIT due to his innovations.

Matthew regularly speaks and shares his passion for product and cutting-edge visual digital technologies at Property Portal Watch events offering agents and developers unique insights on how to improve listings and maximise leads.

Simon Bray, General Manager of Real Estate for the Mitula Group, commented: “Mitula Group is excited by the expertise and energy that Matthew brings to DotProperty as we build a dynamic and innovative marketplaces business throughout the region.”

Earlier this year, DotProperty Group appointed a General Manager (“GM”) of Thailand business operations to allow Ben Neve to focus on building the Property Transaction business by leveraging the Mitula Group assets to market and sell real estate in the South East Asian market. This transactional business unit has grown considerably since then and is now being consolidated into the daily operations of the DotProperty Group. The revised management structure has resulted in the redundancy of the position of GM of Thailand.

In replacing Ben Neve, Matthew Campbell will assume responsibility for all group operations, including the Property Transaction business unit. Campbell will be based in the Bangkok head-office of the Dot Property Group. Ben Neve will continue to support Campbell and the management team in an advisory capacity.

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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 120 vertical search sites across property, employment, motoring, and fashion in 51 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 80 million visits per month during the First Half 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
- 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