

ASX / Press Release

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Mitula Group delivers record start to second half 2018

The Mitula Group Limited (“**Mitula Group**” or “**Company**”) (ASX: MUA), a leading global classifieds group, is pleased to report it has continued its strong performance in the first half of the 2018 financial year with a record start to the second half.

Key highlights:

- Revenue¹ of AUD 8.5 million for July and August 2018, an increase of 56 percent over the same period in 2017 – all driven by organic growth;
- Record monthly revenue of AUD 4.4 million in July 2018, up 62.6 percent over July 2017;
- Year to date revenue of AUD 29.8 million, an increase of 40.7 percent over the same period last year; and
- Record visitation to the Company’s sites in both July and August 2018, with 93.1 million visits in August alone.

The Mitula Group delivered record monthly revenue of AUD 4.4 million in July and total revenue for July and August of AUD 8.5 million – an increase of 56 percent over July and August 2017.

As at the end of August 2018, on a year to date basis, the Company had generated AUD 29.8 million in revenue, an increase of 40.7 percent over the same period last year.

There was a record 93.1 million visits to the Company’s network of sites during August 2018, an increase of 26 percent over August 2017. This follows 91.2 million visits in July 2018. This was particularly impressive as August is the traditional summer vacation period in Europe.

Gonzalo del Pozo, CEO of the Mitula Group, commented: “We are extremely pleased with the continued strong performance of the Company as we enter the second half of 2018.

“The strong growth in revenue is a result of the continued implementation of our ‘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. While July was a record revenue month, revenue was slightly less in August versus July due to the traditional northern hemisphere summer vacation period.

“We have also seen continued strong growth in visits both July and then August being record traffic months to the Mitula Group of sites.”

¹ Unaudited management accounts

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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

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