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The Mitula Group Launches Six New Countries

The Mitula Group Limited ("**Mitula Group**") (ASX:MUA), a leader in classifieds vertical search, has launched websites in six new markets taking the total countries served to 44. The new countries launched are Panama, Nigeria, Vietnam, Denmark, Ireland and Sweden.

Gonzalo del Pozo, the CEO of the Mitula Group, commented: "We are excited about the launch of six new countries giving us the potential to reach 300 million additional people.

"Ireland, Denmark and Sweden are established markets where there is strong demand for traffic by existing cars, jobs and homes portals. Panama, Nigeria, and Vietnam are exciting emerging markets where the Mitula Group has the potential to create a strong presence, especially with its mobile site and applications.

"We will be launching additional new markets in the coming months, further building the global audience for services."

About the Mitula Group

The Mitula Group is a leading operator of 57 vertical search sites across real estate, employment and motoring in 44 different countries and 18 different languages. These sites operate under the Mitula and Nestoria brands.

Advertisers send listings to the Mitula Group and when a visitor to one of the Mitula Group sites clicks on one of these listings, they are redirected back to the source site, thus generating traffic for the advertiser.

The Mitula Group generates revenues from Google AdSense on its sites and from advertisers paying for additional clicks on a CPC (cost per click) basis.

The company was founded in 2009. It listed on the Australian Securities Exchange on 1 July 2015 and trades under the ticker code MUA.