

ASX/Media Release
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Mitula Group Delivers Strong Growth in September 2015 Quarter

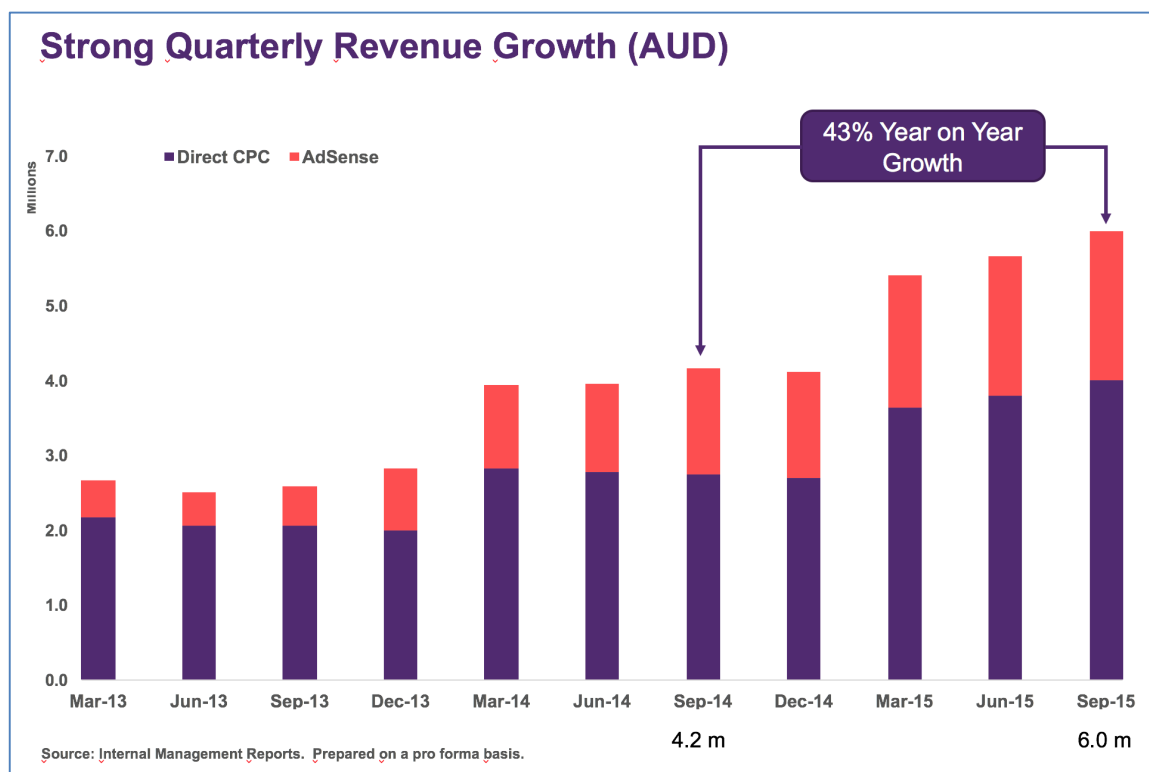
The Mitula Group Limited (“**Mitula Group**”) (ASX:MUA), a leader in classifieds vertical search, delivered strong growth during the September quarter highlighted by a 43% year on year growth in quarterly revenues from AUD 4.2 m to AUD 6.0 m.

The company continues to remain on track to deliver its CY 2015 and FY 2016 financial forecasts as outlined in its June 2015 Prospectus.

Key achievements during the September quarter included:

- The launch of six new countries with a combined population of 300 m. The countries were Vietnam, Nigeria, Panama, Denmark, Sweden and Ireland;
- The rebranding of the Mitula Group and its operating brands of Mitula and Nestoria to create an integrated look and feel for the company; and
- Strong progress on the integration of the Lokku business into the Mitula Group with significant progress made on technology, sales and marketing and back office support integration.

The Mitula Group delivered 43% year on year revenue growth for the September quarter.



Underlying the strong growth in quarterly revenues was a strong growth in the key performance metrics.

KPI	Sept 2015	Sept 2014	% Change
Advertisers (m)	14,216	10,475	35.7%
Listings (m)	270.2	196.3	37.7%
Visits (m)	49.9	42.5	17.4%
Visits from Organic Search (%)	69.9%	75.1%	n/a
Click Outs (m)	75.3	58.2	29.3%
Click Outs / Visit	1.51	1.37	10.2%
Click Outs Sold (m)	37.1	23.3	59.3%
Paying Advertisers	726	441	64.6%

Gonzalo del Pozo, the CEO of the Mitula Group, commented: “The September quarter was a very good quarter for the Group. We delivered strong year on year growth in both revenue and our main KPI’s.

“At the same time, we made strong progress with the integration of the Lokku business into the Mitula Group while successfully launching six new countries and a new look and feel for the corporate branding.

“We are confident that we are on track to deliver both our CY 2015 and FY 2016 forecasts.”

About the Mitula Group

The Mitula Group is a leading operator of 57 vertical search sites in 44 different countries across real estate, employment, motoring, and in some countries vacation rentals. These sites are in 18 different languages and operate under either 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.

Further Information

Gonzalo del Pozo

CEO

gonzalo@mitulagroup.com

Simon Baker

Chairman

simon@mitulagroup.com