

ASX/Media Release
15 February 2016

Mitula Group Has Record Number of Visits and Click Outs in January

The Mitula Group Limited (“**Mitula Group**”) (ASX: MUA), a leader in classifieds vertical search, has had a strong start to 2016 with a record number of visits and click outs from its network of sites in January.

KPI	Jan 2016	Jan 2015	Change
Advertisers	13,705	11,891	15.3%
Listings (m)	263.0	211.3	24.5%
Monthly Visits (m)	61.3	50.6	21.0%
Visits from Organic Search (%)	68.7%	73.2%	n/a
Monthly Click Outs (m)	93.0	74.9	24.2%
Click Outs / Visit	1.52	1.48	2.6%

Gonzalo del Pozo, the CEO of the Mitula Group, commented: “*January is always a very important month for us as it set the tone for the year. This January was an exceptionally good month with strong increases in visits and click outs as well as a further reduction in the reliance on organic search for visits. Overall this provides the Mitula Group with a strong basis for growth in 2016.*”

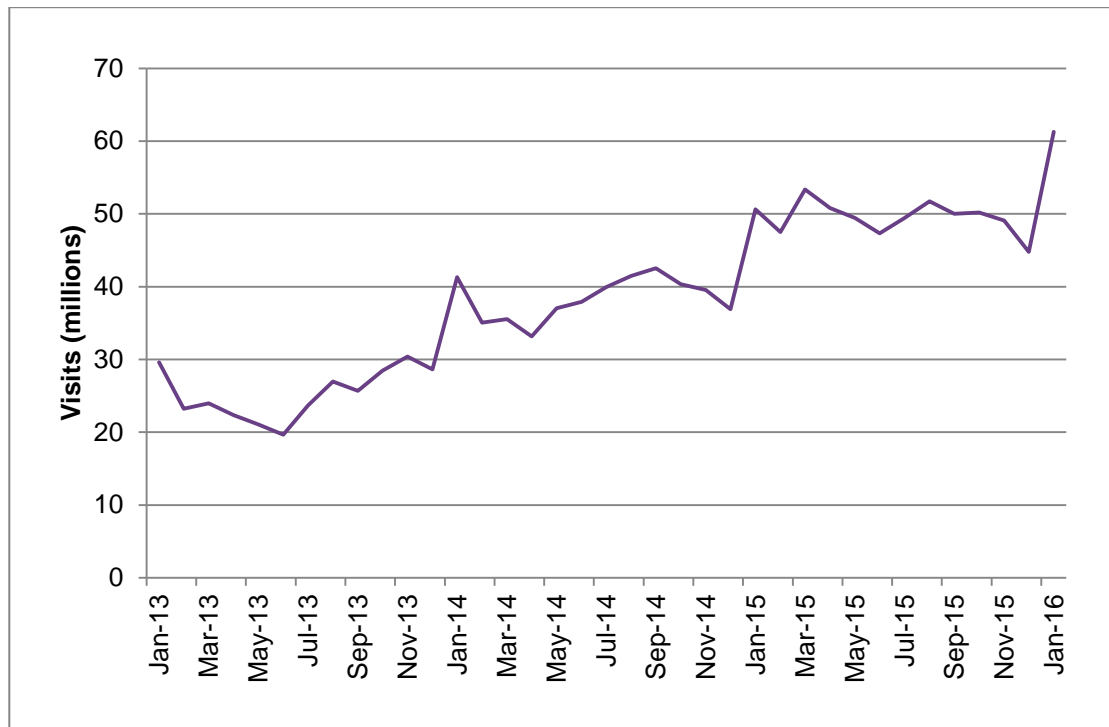
“*We are particularly happy with our growth in both the Americas and Asia Pacific regions. We believe that these markets will provide a growth engine for the business for many years to come.*”

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

Visits to the Mitula Group Sites

In January 2016, the Mitula Group received 61.3 million visits to its network of sites. This was an increase of 21.0% over January 2015.

While all regions delivered good growth in traffic, it was the Asia Pacific (APAC) region that grew the most delivering a 31.1% year on year growth.



In January our top 10 most visited countries were:

1. Brazil
2. Mexico
3. Italy
4. Chile
5. Argentina
6. Indonesia
7. India
8. Colombia
9. Spain
10. United Kingdom

Sources of Visits

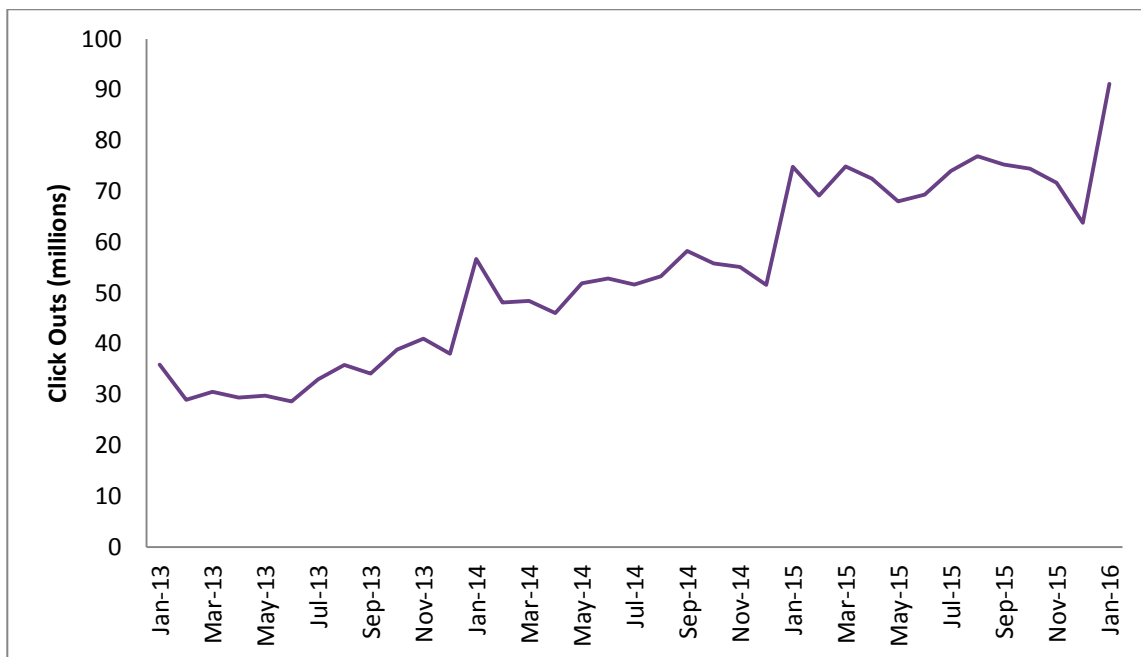
The Mitula Group continued to reduce its reliance on organic search which accounted for 68.7% of visits in January 2016 versus 73.2% in January 2015. At the same time visits from other sources, including direct and email sourced traffic, increased from 22.0% to 24.4% showing an increasing awareness of the Mitula Group brand.

Source of Visits	Jan 2016	Jan 2015	Jan 2014
Organic Search	68.7%	73.2%	75.7%
Direct	24.4%	22.0%	20.2%
Paid Search	6.3%	4.8%	4.1%
Apps	0.5%	0.0%	0.0%

The Mitula Group soft launched mobile apps in November 2015 and they now account for 0.5% of the visits to the Mitula Group.

Click Outs

During January 2016, the Mitula Group delivered over 93.0 million click outs to its advertising partners' sites. This was an increase of 24.2% over the previous January. The strongest growth came in the APAC region where the Mitula Group delivered an increase of 35.4% in click outs.



In January our top 10 countries receiving click outs were:

1. Brazil
2. Mexico
3. Chile
4. Colombia
5. Italy
6. Argentina
7. Spain

8. United Kingdom
9. Germany
10. India

Click outs per visit also increased by 2.6% over the previous year to 1.52.

Forecast

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

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

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