

ASX ANNOUNCEMENT  
ENVERRO LTD (ASX:ERR)

2 October 2015

## **Enverro announces DateTix launch of On-Demand Dating Platform [DateTix.com](http://DateTix.com)**

Enverro Ltd. (ASX:ERR) is pleased to announce that DateTix Limited has launched [DateTix.com](http://DateTix.com), a mobile and location-based online marketplace for meeting new people for on-demand dates.

DateTix enables its members to easily meet interesting new people in minutes by hosting or applying to dates at specific times and nearby establishments. DateTix is an open-ended online platform that supports a broad spectrum of date intentions, including casual dating, serious relationships, marriage, friendship, business networking and activity partners. DateTix makes possible a diverse range of date types, including lunch, dinner, drinks, movies, concerts, dancing, cultural and sporting events, trips and vacations.

### **Opportunity**

With its innovative and globally scalable on-demand mobile dating platform, DateTix is targeting the US\$5.5 billion a year global online and mobile dating market. Much of the recent dating industry growth has been driven by Asian markets and its large and growing base of young and affluent consumers. DateTix will also seek to capture a share of the much larger offline dating services market by strategically leveraging the member base of its online platform to cross-sell and up-sell a wide range of dating services, ranging from singles events to high-end personalised matchmaking services.

### **Business Model**

DateTix plans to build and cultivate a vibrant ecosystem of members and merchants in each city that it enters, starting with Hong Kong and then replicating the model to expand to major cities globally. To maximise the scale, growth and retention of its member base and drive powerful localised network effects, DateTix adopts a "freemium" business model that offers core basic services for free and only charges members for optional premium services that provide enhanced functionality and additional benefits.

## Revenue Streams

DateTix has an asset-light and highly scalable business model with diverse online and offline revenue streams:

- **Virtual items:** Members purchase virtual items to host and apply to dates, buy virtual gifts, and redeem real life products and services
- **Premium subscriptions:** Members purchase recurring premium subscriptions to enjoy enhanced functionality and additional benefits
- **eCommerce:** Members purchase eCommerce coupons and vouchers that can be used at selected local merchant partners
- **Advertising:** Advertisers purchase contextually-relevant advertising space on DateTix website and apps
- **Personalised matchmaking:** Members purchase personalised matchmaking packages that include professional consultation and guaranteed one-on-one dates
- **Events:** Members purchase tickets to fun social events held regularly at local venues

## Timeline

To further accelerate revenue growth and enhance user engagement, DateTix is currently developing both the iOS and Android version of its mobile app, with planned launches in the fourth quarter of 2015. DateTix apps and the [DateTix.com](http://www.datetix.com) website will share the same robust, scalable and cloud-based proprietary technology platform, featuring large scale real-time data and computational analysis to categorise and query large sets of structured and unstructured data. The DateTix matchmaking engine algorithmically scores, ranks and matches people based on multiple dimensions of compatibility, including physical attributes, personality traits and date preferences, delivering highly personalised and relevant matches to each and every DateTix member. This unified back-end infrastructure allows DateTix to easily localise its apps and website for any language and market, and cost-effectively introduce and roll out new features and updates on a global basis.

More information about [DateTix.com](http://www.datetix.com) can be found at: <http://www.datetix.com>

## **Update on DateTix Acquisition**

Enverro Ltd. (ASX:ERR) is in the process of acquiring all of the issued shares in DateTix Limited. The key conditions precedent to completion of the Acquisition include:

- a) the Company obtaining all regulatory approvals required by ASIC and ASX;
- b) the Company obtaining all necessary approvals from the Shareholders of the Company;
- c) ASX confirming the re-compliance by the Company with the ASX Listing Rules, particularly Chapters 1 and 2, and allowing the Company to recommence trading.

The Company proposes to undertake a capital raising by way of issue of up to 7,500,000 Shares at \$0.40 per Share to raise up to \$3,000,000 (Capital Raising). The Company must raise a minimum of \$2,000,000 through the issue of 5,000,000 Shares at \$0.40 per Share (Minimum Subscription) in order to adequately fund its commitments and achieve its business objectives in the next 2 years for the DateTix acquisition to be completed.

A general meeting of the company is scheduled for 12 October 2015 seeking approval for the acquisition of DateTix and the Capital Raising.

**About Enverro Ltd** (ASX:ERR) is the developer of a cloud-based workforce management platform designed specifically for the energy, construction and resources sectors. Founded by twenty year software and resources industry veterans, the Enverro platform fosters powerful collaboration between contractors, EPC/Ms and asset owners alike while speeding up the process of moving workers from home to site. The end-to-end platform delivers Mobilisation, Travel & Accommodation and Crew & Roster management tools for a modernised approach to workforce management. Learn more at [www.enverro.com](http://www.enverro.com)

#### **About DateTix Limited**

DateTix, is a mobile and location-based online marketplace for meeting new people for on-demand dates at verified local merchants. DateTix enables its members to easily meet new people in minutes by hosting or applying to dates at specific times and nearby establishments, across a diverse range of intentions (e.g. casual dating, serious relationships, marriage, friendship, business networking, activity partners) and occasions (e.g. lunch, dinner, drinks, movies, concerts, dancing, cultural and sporting events, trips and vacations). DateTix has developed a proprietary matchmaking engine that algorithmically scores, ranks and matches people based on multiple dimensions of compatibility, including physical attributes, personality traits and date preferences, delivering highly personalised and relevant matches to each and every DateTix member. With an initial focus on major Asian cities, DateTix plans to build, grow and cultivate leading online local marketplaces for in person and on-demand dates in major cities around the world. For more information, please visit <http://www.datetix.com>.

**For further information, please contact: Julia Maguire at The Communique Group**

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