

**ASX/Media Release
16 September 2016**

Block trade introduces new institutional investors to the Mitula Group share register

The Mitula Group Limited (“**Mitula Group**” or “**Company**”) (ASX:MUA), a leading digital classifieds group, notes a block trade of approximately 31.7 million Mitula Group shares has been executed by Baillieu Holst Ltd.

Entities associated with the Company’s majority shareholders and founders, Gonzalo del Pozo, Gonzalo Ortiz and Marcelo Badimon, agreed to sell approximately 25.5 million shares or approx. 25% of their current shareholdings to institutional investors. The releasing of this tranche of shares to a broader range of institutional investors represents a critical step to increasing the liquidity of Mitula Group shares.

The balance of the block trade shares are from other shareholders who recently came out of voluntary escrow.

The Company’s Chairman, Simon Baker, did not participate in the block trade.

Post the block trade, the shareholdings of entities associated with Gonzalo del Pozo, Gonzalo Ortiz and Marcelo Badimon will hold approximately 36% of Mitula Group’s issued shares.

Gonzalo del Pozo, Gonzalo Ortiz and Marcelo Badimon have made a voluntary commitment that their remaining shareholding (post the block trade) shall be subject to escrow until the release of Mitula Group’s Fiscal 2016 full year results, expected to be around February 2017.

Simon Baker, Chairman of the Mitula Group, commented: “The sale of shares by the Company’s founders in no way represents any reduction in their personal commitment to the Company. They remain fully committed to robustly pursue growth of the business both organically and through acquisitions. We are all very positive about the future prospects for the Company.

“The independent Directors of the Board believe this block trade, initiated by the founders to reduce their overall shareholding in the Company and introduce key institutional shareholders to the Mitula Group share register is positive and in the interest of all shareholders.”

About Mitula Group

The Mitula Group was founded in 2009 and is a leading digital classifieds group operating classifieds vertical search and portals sites.

- It operates 79 vertical search sites across property, employment and motoring in 49 different countries and 19 different languages. These sites operate under the Mitula, Nestoria and Nuroa brands.
- It operates 10 property portals in nine South East Asian countries under the Dotproperty and Thailand-property brands.

The Mitula Group generates over 60 million visits per month to its network of classified vertical search and portal sites.

The Mitula Group monetises visits to these sites through a range of products and services including Google AdSense, cost-per-click (“CPC”) sales, display advertising and listing sales.

The Mitula Group customers include portals (property, employment and motoring), general classified sites, real estate agents, developers and general display advertisers.

The Company listed on the Australian Securities Exchange on 1 July 2015 and trades under the ticker code MUA.

Further Information

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