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The Mitula Group Launches Two New Countries

The Mitula Group Limited (“**Mitula Group**”) (ASX:MUA), a leader in classifieds vertical search, has launched three new sites bringing the total number it operates to 73 across 46 different countries.

In late March, the Mitula Group launched Mitula branded vertical search sites in Tunisia and Kenya as well as a Nestoria branded site in the Philippines.

The Mitula branded vertical search sites operate across real estate, motoring and employment, while the Nestoria and Nuroa branded sites operate just in the real estate segment.

Gonzalo del Pozo, the CEO of the Mitula Group, commented: *“The opening of Tunisia and Kenya is important for our expansion in Africa. These are rapidly emerging markets and we believe that we can, over time, provide advertisers with access to strong levels of traffic.”*

“The launch of the Nestoria brand into the Philippines will complement our existing Mitula branded site and provide local advertisers with even more traffic.”

“During the June quarter, we plan to open three more countries as we continue to aggressively grow our business.”

About the Mitula Group

The Mitula Group is a leading operator of 73 vertical search sites across real estate, employment and motoring in 46 different countries and 18 different languages. These sites operate under the Mitula, Nestoria and Nuroa 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.