

**ASX/Media Release
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The Mitula Group launches fashion vertical in Spain adding new revenue stream

Highlights:

- New fashion vertical launched in Spain under the Mitula brand;
- More than 380,000 listings already aggregated from 50 different online stores;
- Mitula is monetising visits to the fashion vertical on a cost-per-acquisition basis whereby it receives a percentage of the total spend by a click out to an online store;
- Mitula Group is promoting the fashion vertical to the 3.2 million monthly visits to mitula.com;
- Successful initial beta testing has delivered strong results over the first six weeks of operation; and
- The Company plans to roll out the fashion vertical to other markets with existing strong traffic.

The Mitula Group Limited (“**Mitula Group**” or “**Company**”) (ASX:MUA), a leading digital classifieds group, has added an additional vertical entering the fashion segment in Spain. The new site operates under the Mitula brand and can be found at moda.mitula.com.

The Company’s Spanish fashion vertical has already aggregated over 380,000 listings from 50 different online stores across men’s and women’s clothes, shoes and accessories.

Visitors to the site select an item they are interested in and then click out to the originating online store. The Company monetises these click outs on a cost per acquisition basis whereby the Mitula Group receives a percentage of the total spend by user on the destination site during the first 30 days from the click out.

The fashion vertical can be accessed directly, via search engines, or from the mitula.com site that receives 3.2 million Spanish visits per month from people looking for cars, jobs or property.

The Spanish online fashion segment is highly attractive with an estimated €1.3 billion in revenues in 2015 growing at over 30 percent per annum.

The fashion vertical search site has been in beta testing for six weeks with strong initial results. The average session duration is currently 6 minutes with visitors browsing an average of 8.7 pages per visit. The Company has also launched an Android app for the Spanish market.

The Company plans to roll out the fashion vertical into select other markets already served by the Mitula Group.

Gonzalo del Pozo, CEO of the Mitula Group, commented: “By entering this segment we are in a great position to leverage our existing 3.2 million Spanish visits per month to mitula.com from people looking for cars, jobs or property into the fashion vertical.

“In the coming months we plan to roll out the fashion vertical into select other markets in which we already have existing vertical search sites with strong traffic levels. This will create a new and exciting revenue stream for the Company.”

About the 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, motoring and fashion segments 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 65 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, cost-per-acquisition (“CPA”), display advertising and listing package sales.

The Mitula Group customers include portals (property, jobs, and cars), general classified sites, online fashion stores, 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.