



DateTix Group Limited (ASX:DTX)

21 June 2016

### **DateTix launches social commerce marketplace**

DateTix Group Limited (ASX:DTX) is pleased to announce the launch of its social commerce marketplace, a scalable online platform featuring a curated set of date activities at local merchants, including meals, drinks, live events, outdoor activities and more. Once members purchase date activities on the DateTix platform, DateTix helps them find matches to enjoy the dates with together.

Key highlights:

- **Targeting the multi-trillion local commerce markets across the leisure, recreation and foodservice sectors**
- **Members use the DateTix platform to prepay for date activities, typically priced between A\$50-to A\$150, and DateTix helps them find matches to enjoy the dates with together**
- **Profit margin per date activity expected to typically range from 20% to 50%**
- **Already gained access to over 130 date activities, including tickets to Disneyland Hong Kong and Universal Studios Singapore, through partnership with a leading deal platform in the region**
- **In active discussions with potential strategic partners to expand range of date activities available for sale on the DateTix social commerce marketplace**

Commenting on the launch of the DateTix social commerce marketplace, DateTix Founder and CEO, Michael Ye, said:

“We are really excited about the launch of one of the world’s first social commerce marketplaces that connects and matches users for offline date activities that they can enjoy together in real life. Our members are able to browse through a curated and handpicked list of high quality date activities, and more importantly, find people to enjoy those activities with.

“As our member base continues to grow, our new social commerce marketplace provides us with an excellent way to monetise our member base, using a very attractive business model whereby we collect cash up front from our members, and then pay our suppliers afterwards, thereby boosting cash flows immediately and minimising inventory risk.

“By getting our members to prepay for specific date activities, we are able to apply a mark-up to our supplier price to profitably capture a slice of total member spend on the date activities that our platform facilitates, and at the same time significantly increase the overall quality and user commitment level of those dates.

DateTix plans to expand its social commerce marketplace to every city it enters, and has already gained access to over 130 date activities, including tickets to Disneyland Hong Kong and Universal Studios Singapore, through partnership with a leading deal platform in the region.



## How it works

1. Members browse for date activities on the DateTix social commerce marketplace, and host a date activity by prepaying for two people, for him/herself only, or asking their match to prepay for both.
2. The date host's listing goes live on the DateTix platform, and other members who are interested may apply to the date.
3. Date hosts may freely chat with date applicants, but may not exchange contact information until at least one side has prepaid.

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## About DateTix

DateTix is an online marketplace for offline dates that connects and matches like-minded people who are nearby each other and free at the same times. With the tap of just a few buttons, DateTix members can quickly and effortlessly meet new people at nearby establishments for meals, drinks, live events, outdoor activities and more, for a wide range of intentions, including casual dating, serious relationship, friendship, business networking.

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 local mobile marketplaces for in person and on-demand dates in major cities around the world.

<http://www.datetix.com>