

ASX/Media Release  
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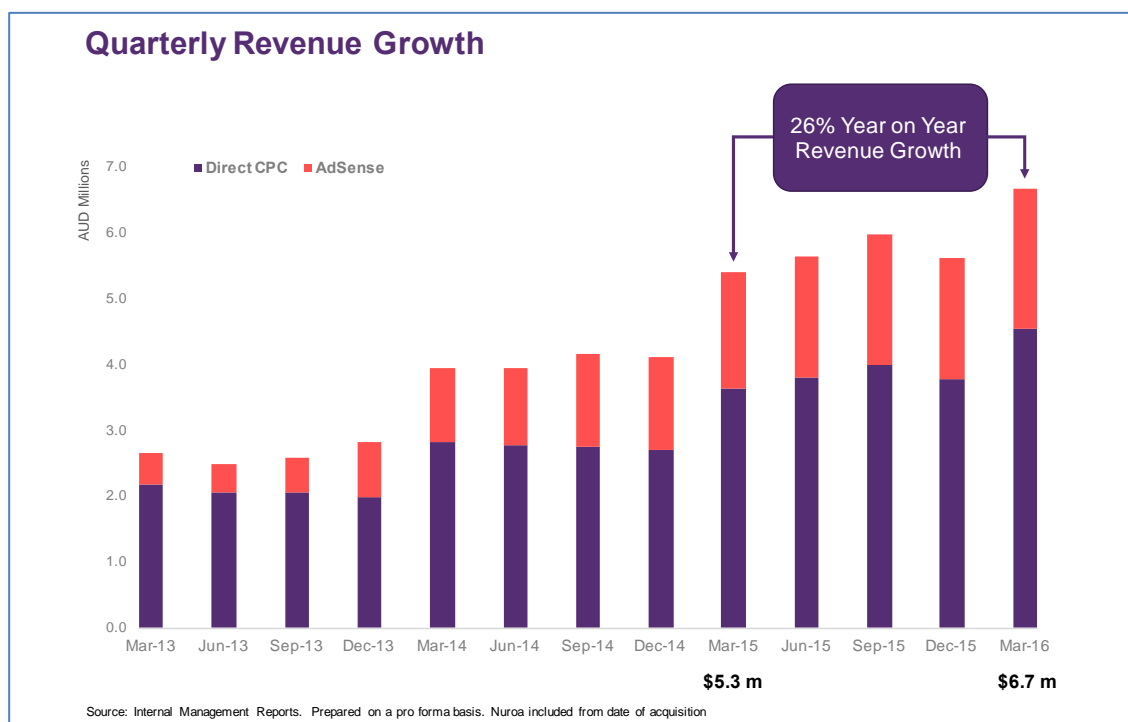
## Mitula Group Delivers Strong Growth in March 2016 Quarter, Rolls Out New Products and Forecasts Strong Finish to Financial Year

The Mitula Group Limited (“**Mitula Group**”) (ASX:MUA), a leader in classifieds vertical search, delivered strong growth during the March quarter highlighted by a 26% year on year growth in quarterly revenues from AUD 5.3 m to AUD 6.7 m. These revenues were delivered with a 50% EBITDA margin.

Key achievements during the March quarter included:

- The launch of four new sites - Mitula branded sites in Tunisia, Thailand and Kenya as well as a Nestoria branded site in the Philippines;
- The successful acquisition of Nuroa adding 17 new vertical search sites; and
- The roll out of mobile apps for real estate and employment across both iOS and Android operating systems bringing the total mobile apps launched to 108.

The Mitula Group delivered 26% year on year revenue growth for the March quarter.



Underlying the strong growth in quarterly revenues was a strong growth in the key performance metrics.

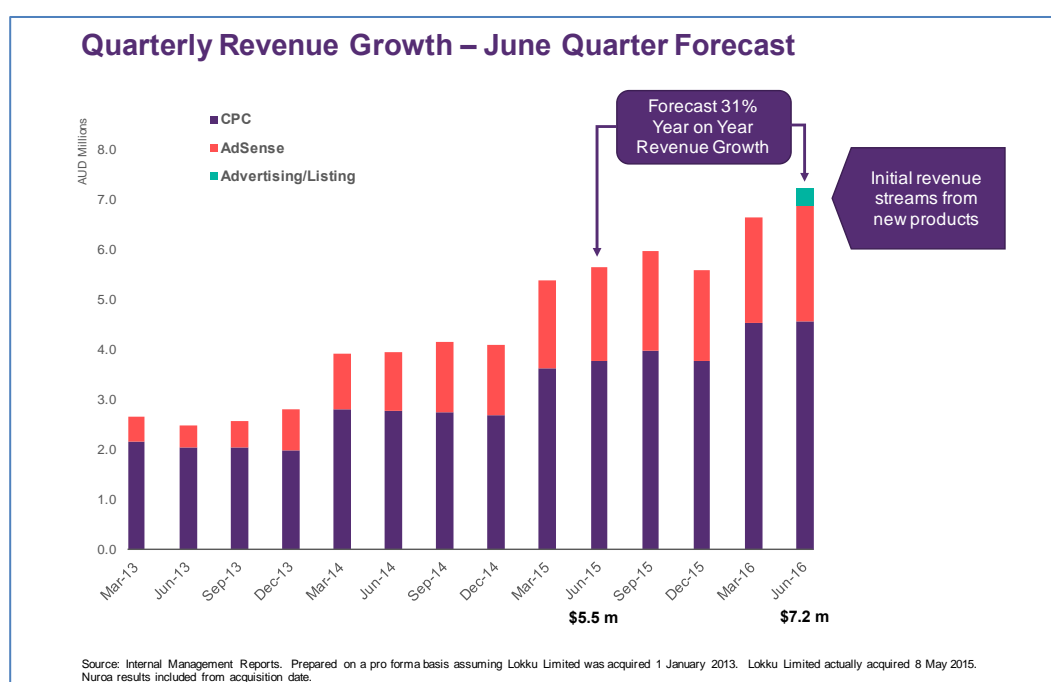
KPI	March Qtr 2016	March Qtr 2015	Growth
Visits (m)	192.4	160.0	20.3%
Visits from Organic Search (%)	67.5%	73.5%	-
Email Alert Subscribers (m) (qtr end)	10.0	6.4	56.2%
Click Outs (m)	293.9	239.6	22.6%
Click Outs Sold (%)	40.1%	48.8%	-
Yield / Click Out Sold	3.9 cents	3.3 cents	18.2%

Mitula has segmented its markets into those delivering strong revenue streams (Tier 1), those that are rapidly growing but not yet being monetised as well as expected (Tier 2), and those that are early stage and will grow over the medium term (Tier 3).

Mitula has identified new products to roll out to its existing advertisers in Tier 1 markets to assist them in self managing the purchase of clicks and to provide them with new advertising opportunities. Mitula has also identified a range of products to roll out to its Tier 2 markets to help increase the revenues being generated.

It is expected that these new products will start delivering results in the June quarter.

The company is expecting a strong finish to the financial year with the June quarter forecasted to deliver a 31% year on year growth in revenues from AUD 5.5 m to AUD 7.2 m. The company is forecasting the EBITDA margin to increase to 57% for the quarter.



Gonzalo del Pozo, the CEO of the Mitula Group, commented; *“The March quarter was a good quarter for the Group delivering strong year on year growth in revenue, EBITDA and our main KPI’s.*

*“We are very happy with the continued strong performance of our core AdSense and CPC products. However, given the high volume of visits and click outs each month, the business has identified a range of new products to offer advertisers in both the Tier 1 and Tier 2 markets.*

*“In Tier 1 markets, where we already have strong revenue streams, we will enhance our product offering to allow smaller advertisers to self-serve in the buying of clicks while also offering portals and general classifieds sites the opportunity to acquire advertising products.*

*“In Tier 2 countries, where we are generating a large number of click outs but not monetising them as well as we should, we are investigating a range of options to increase our revenues from these markets.*

*“We are expecting a good finish to the financial year with strong growth in revenues and EBITDA in the June quarter. The continued strong performance of the core business as well as the roll out of new products positions the business well for continued strong growth.”*

## **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, from advertisers paying for additional clicks on a CPC (cost per click) basis and from advertising products.

The company was founded in 2009. It listed on the Australian Securities Exchange on 1 July 2015 and trades under the ticker code MUA.

## **Further Information**

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