

ASX/Media Release
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The Mitula Group Launches Six New Sites and Enters Three New Countries

Highlights:

- Mitula launches three new countries: Japan, Ukraine and Myanmar;
- Mitula's three industry verticals, real estate, motoring and employment, will be rolled out in Japan and Ukraine. Myanmar will be focussed upon only real estate;
- These new countries have 220 million people with 130 million online; and
- Additional Nuroa and Nestoria branded sites have been launched in Peru, the Philippines and the UAE.

The Mitula Group Limited ("**Mitula Group**") (ASX:MUA), a leader in classifieds vertical search, has launched six new sites and entered three new countries bringing the total number of sites it operates 79 across 49 different countries.

The Mitula Group has recently launched Mitula branded vertical search sites in **Japan**, the **Ukraine** and **Myanmar**.

These vertical search sites operate across real estate, motoring and employment, with the exception of the Myanmar site which operates solely in the real estate segment.

The Group has also launched a new Nestoria branded site in Peru and two new Nuroa branded sites in the Philippines and the United Arab Emirates.

Gonzalo del Pozo, the CEO of the Mitula Group, commented: "These new countries are important for our continued expansion. The combined population of these markets is 220 million people with 130 million already online. Each market also has a rapidly emerging classifieds market that will benefit from the services provided by the Mitula Group. We believe that we can, over time, provide advertisers with access to strong levels of traffic.

"During the second half of 2016, we plan to open more countries as we continue to aggressively grow our business."

About the Mitula Group

The Mitula Group is a leading operator of 79 vertical search sites across real estate, employment and motoring in 49 different countries and 19 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.