

**ASX / Press Release**

12 June 2018

## **Mitula Group Delivers Another Record Month for Revenue and Visits in May 2018**

The Mitula Group Limited (“**Mitula Group**” or “**Company**”) (ASX: MUA), a leading global online classifieds group, had another record month of revenue<sup>1</sup> and traffic<sup>2</sup> in May 2018. This continues the strong start to the 2018 financial year.

**Key highlights:**

- Record monthly revenue of AUD 4.1 million in May 2018, up 56.2 percent over May 2017 and an increase of 7.9 percent over April 2018;
- 23 percent of revenue in May was generated from advertising and transaction based products and services – demonstrating the continued success of its ‘Closer to the Transaction’ strategy;
- Revenue for the first 5 months of 2018 was AUD 17.1 million, an increase of 63.6 percent over the first 5 months of 2017; and
- Record traffic to the Company’s sites in May 2018 with 85.7 million visits, an increase of 34.1 percent over the 63.9 million visits in May 2017.

Revenue for May 2018 was a record AUD 4.1 million, an increase of 56.2 percent over May 2017. The growth in revenue was all organically driven and an increase of 7.9 percent over April 2018’s revenue.

Approximately 23 percent of revenue in May was generated from advertising and transaction based products and services. This demonstrates the continued success of the ‘Closer to the Transaction’ strategy that seeks to capture more value from each visit to the Mitula Group network of sites.

On a year to date basis, the Mitula Group has generated AUD 17.1 million in revenue, an increase of 63.6 percent over the same period last year in which the company had generated AUD 10.5 million<sup>3</sup> in revenue.

May 2018 was a record traffic month for the Mitula Group with the Company’s network of sites receiving 85.7 million visits, an increase of 34.6 percent over May 2017. It was also an increase of 3.6 percent over April 2018’s total visits.

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<sup>1</sup> Non audited management accounts

<sup>2</sup> Google analytics

<sup>3</sup> Revenue from Kleding (Fashiola) was only included in the 2017 revenue from 1 March onwards

**Gonzalo del Pozo, CEO of the Mitula Group, commented:** “The first 5 months have delivered solid revenue growth for the Mitula Group with each month building on the previous one allowing us to deliver a record performance of AUD 4.1 million in revenue in May.

“Helping drive this record performance has been the strong growth in traffic with May being a record month delivering 85.7 million visits to our network of sites.

“Underlying this record performance in both revenues and visits has been the continued strong delivery of our ‘Closer to the Transaction’ strategy that continues to see us focus on delivering more value from each visit to our network. We are now generating around 23 percent of our revenue from advertising and transaction based products and services.”

**ENDS**

### **About the Mitula Group**

The Mitula Group was founded in 2009 and is a leading digital classifieds group operating vertical search, portals, and transaction based sites:

- It operates 110 vertical search sites across property, employment, motoring, and fashion in 54 different countries and 21 different languages. These sites operate under the Mitula, Fashiola, Kleding.nl, Nestoria and Nuroa brands; and
- It operates 10 property portals in 9 South East Asian countries under the DotProperty and Thailand-property brands.

The Mitula Group generated a record 85.7 million visits in May 2018 to its network of vertical search and portal sites.

The Mitula Group monetises visits to these sites through a range of products and services including:

- Clicks based revenues: Google AdSense and cost-per-click sales;
- Advertising based revenues: display advertising, listing sales (on portals), native ads, and other advertising products; and
- Transaction based revenues: cost-per-acquisition, cost-per-lead and commission sharing products.

The Mitula Group customers include portals (property, employment, and motoring), online fashion stores, general classified sites, real estate agents, developers, and general display advertisers.

The Company listed on the Australian Securities Exchange (“ASX”) on 1 July 2015 and trades under the ASX code MUA.

## Further Information

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