DateTix user growth accelerates following iOS app launch

DateTix Group Limited ("DateTix") (ASX: DTX) is pleased to provide an update on key user metrics following the launch of its on-demand dating app for iOS on the Hong Kong Apple App Store on 5th February 2016. Key highlights include:

- **DateTix iOS app jumps to top 15 ranking in Hong Kong iOS Lifestyle download charts**
- **Over 2,500 downloads of the DateTix iOS app since launch on 5th February**
- **Over 1,200 dates hosted on the DateTix platform since 5th February**
- **Growth expected to accelerate significantly in upcoming months with launch of Android app, expansion into new cities, and other growth initiatives**

Commenting on the very promising initial user metrics, DateTix Founder and CEO, Michael Ye, said:

"We are very excited about the level of traction that our DateTix iOS app has been able to achieve in just over 2 weeks. With very limited marketing, the DateTix iOS app has already been able to achieve a top 15 ranking in the Hong Kong iOS download charts within the Lifestyle category. More importantly, this has translated into over 2,500 downloads and 1,200 dates hosted in a relatively short time period."

"Our initial user growth momentum provides us with a large degree of confidence looking forward as we continue to push into new markets. Our top priority right now is to continue to focus on user growth and refine our product based on user feedback. On a personal level, it's incredibly satisfying to continue to hear success stories from many of our users who are now in happy relationships, and knowing that DateTix is making a real impact in helping people connect in meaningful ways", said Mr Ye.

Other interesting initial user statistics on the DateTix platform since the launch include:

- 60% of dates have been hosted by women
- Among dates hosted by men, 42% offered to pay for the date, 54% elected to split the bill
- Among dates hosted by women, 5% offered to pay for the date, 84% elected to split the bill

DateTix's strategy is to build localised online ecosystems populated by dense communities of people who live and work near each other. The focus looking ahead will remain firmly on acquiring a critical mass of high quality users – firstly in Hong Kong, and then in other target cities.

Commenting on user growth expectations, Mr Ye said:

"We expect to see a significant acceleration in the growth of our user base in the upcoming months, supported by a number of exciting growth initiatives. First and foremost, we are planning the launch of the DateTix Android app in March, which is expected to deliver an immediate increase in our user base given the large backlog of Android users we have been accumulating on our waiting list.

"We are also continuing to explore new marketing and partnership initiatives that have the potential to significantly scale our user growth. And lastly, geographic expansion remains a strategic priority for DateTix, with expansion into China, Singapore and other major cities expected throughout 2016. We look forward with excitement as we continue to introduce DateTix to new consumers around the world to achieve our mission of making it easy to meet new people anywhere", said Mr Ye.

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About DateTix
DateTix is a mobile and location-based online marketplace for meeting new people for on-demand dates at verified local merchants. DateTix enables its members to easily meet new people in minutes by hosting or applying to dates at specific times and nearby establishments, across a diverse range of intentions and occasions. 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 online local marketplaces for in person and on-demand dates in major cities around the world.

http://www.datetix.com