DateTix Group Limited (ASX:DTX)

4 March 2016

DateTix launches on Android platform ahead of schedule

DateTix Group Limited ("DateTix") (ASX:DTX) is pleased to announce that it has launched the DateTix on-demand dating app on the Android platform in Hong Kong ahead of schedule.

Key highlights

- **The DateTix on-demand dating app for the Android platform has launched in Hong Kong and is now available for download at the Google Play store**
- **DateTix iOS and Android apps now address over 90% of potential smartphone users in Hong Kong**
- **The DateTix Android app is expected to drive significant growth in the number of users on the DateTix platform, in conjunction with expansion into Singapore and China and new partnership initiatives**

Commenting on the Android app launch, DateTix Founder and CEO, Michael Ye, said:

"The launch of the Android app marks another significant step forward for DateTix Group as we seek to build critical mass for our on-demand dating platform. We are delighted to have launched our Android app in Hong Kong ahead of schedule, and look forward to growing the number of meaningful connections that we facilitate for our users", said Mr Ye.

Android platform opens up a very large global addressable market

The Android platform has a global addressable market that is over five times larger than the iOS platform, and currently has over 1.4 billion monthly active users. This represents a significant opportunity for DateTix to increase its user numbers. With the launch of both the Android and iOS apps, the DateTix platform now addresses over 90% of potential smartphone users in Hong Kong.

The DateTix Android app was launched in Hong Kong ahead of schedule, and is now available for download on the Google Play store. Directions for downloading the app can be found on the Company's website, www.datetix.com. Consistent with the launch of the iOS app, the Android app will initially be limited to the Hong Kong market in order to rapidly achieve user base density and create localised network effects.

Very importantly, the Android app shares the same user interface and core functionality as the DateTix iOS app to ensure a consistent user experience across platforms (screenshots are included below).

DateTix Android app screenshots

The DateTix Android and iOS apps facilitate on-demand dates by connecting users who are nearby each other and free at the same times. With the tap of just a few buttons, users can quicklyl and effortlessly enjoy the company of like-minded people at nearby establishments. More than just an online dating app,

DateTix offers a curated selection of high quality offline merchants that users can choose from to host their dates, including many popular and romantic restaurants and bars.
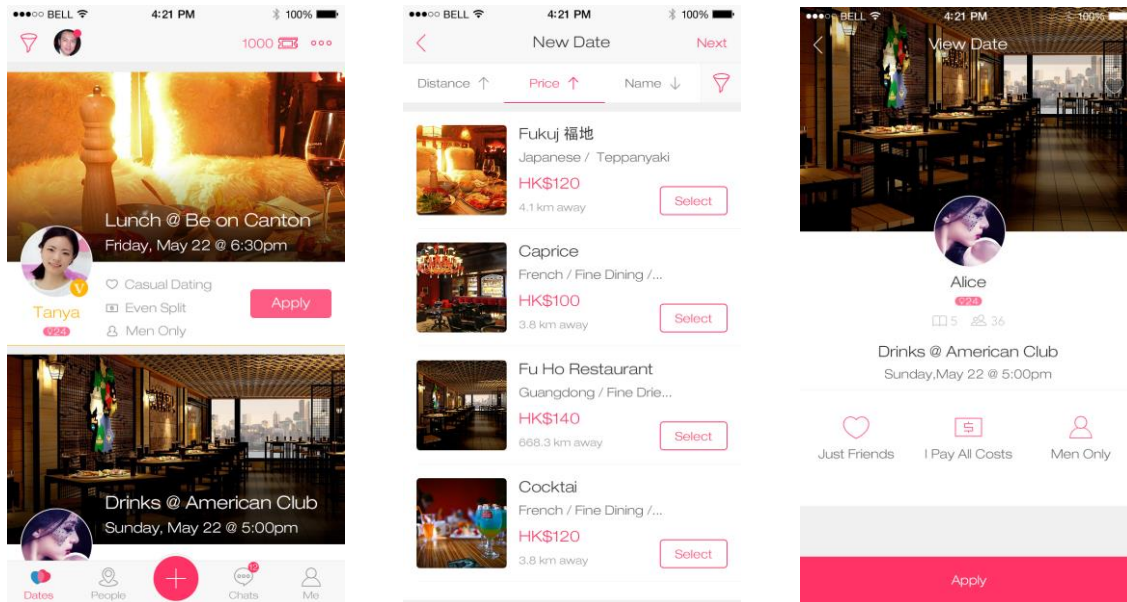
DateTix iOS app achieving strong early success

Following the launch of the DateTix iOS app on 5 February 2016, DateTix is pleased to report that the app has achieved strong early success, reaching top 15 ranking in the Hong Kong iOS Lifestyle download charts with over 2,500 downloads and 1,200 dates hosted as of 22 February 2016. DateTix expects to provide an update to the market on the continued success of the iOS app imminently.

Well positioned for substantial user growth

Commenting on the outlook, Mr Ye said that there is expected to be significant growth in the number of users and activity across the DateTix platform in upcoming months.

"The launch of the Android app is expected to substantially increase the number of users on the DateTix platform. In conjunction with continued traction in the iOS app, expansion into Singapore and China, and new partnership initiatives, DateTix Group is very well positioned for significant user growth.

"Since the DateTix acquisition, the group has been very methodical in rolling out the business model and delivering on its plans. With major platform development complete, and apps launched for Android and iOS in Hong Kong, we look forward to now building scale in the platform and creating localised network effects in Hong Kong initially, and then expanding geographically to other major cities around the world", said Mr Ye.

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About DateTix
DateTix is a mobile marketplace that facilitates on-demand dates by connecting 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 for casual dating, serious relationship, business networking and more, at nearby establishments for meals, drinks and other activities. 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.
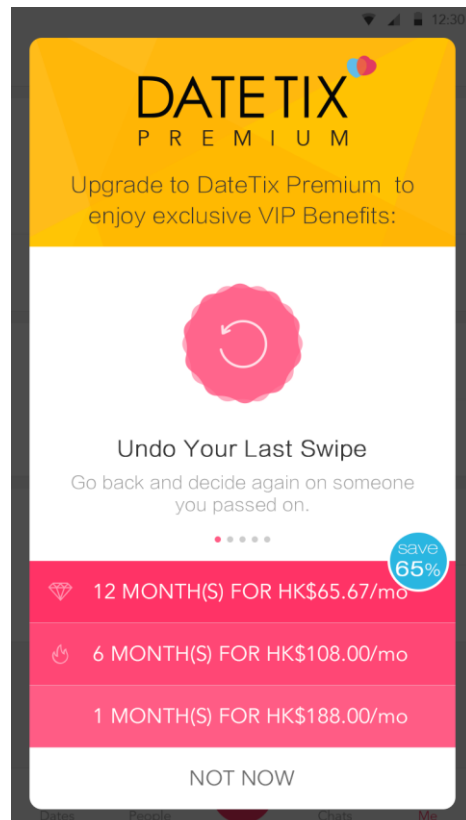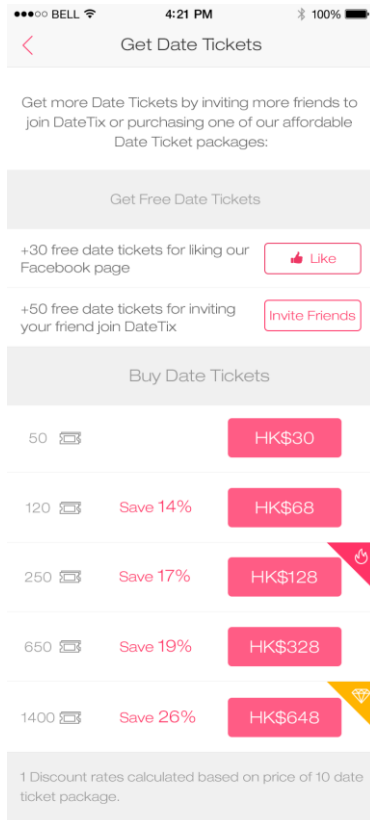
http://www.datetix.com

APPENDIX: DateTix platform pricing

Virtual Items

- 60 date tickets for HK$38
- 120 date tickets for HK$78
- 250 date tickets for HK$158
- 650 date tickets for HK$398
- 1,400 date tickets for HK$788

Recurring Membership Subscriptions

- 1 month at HK$188.00 per month, auto-renewed every month
- 6 months at HK$108.00 per month, auto-renewed every 6 months
- 12 months at HK$65.67 per month, auto-renewed every 12 months