



DateTix Group Limited (ASX:DTX)

11 March 2016

DateTix surpasses Tinder in HK iOS download charts

DateTix Group Limited (“DateTix”) (ASX:DTX) is very pleased to announce that the DateTix iOS app, launched in Hong Kong on 5th February 2016, has now surpassed Tinder on the Hong Kong iOS download charts, and continues to experience significant user growth.

Key highlights since the 5 February 2016 launch

- **iOS app surpassed Tinder in Hong Kong iOS download charts for the first time on 2nd March 2016, and continued to rank above Tinder on a daily basis as of 8th March 2016¹**
- **Consistently ranked among top apps in Hong Kong iOS Lifestyle download charts, ranking as high as number 5 on 3rd March 2016**
- **Over 7,000 downloads of the DateTix iOS app and over 3,000 dates hosted on the DateTix platform**

Commenting on the success of the iOS app to date, DateTix Founder and CEO, Michael Ye, said:

“We are incredibly excited by the initial reception and growth momentum that DateTix has achieved so far in the Hong Kong market. The DateTix platform has been designed from the ground up to help users connect and meet in real life, which we believe to be a much more valuable experience than just online chatting, which has been the focus of most other online dating apps.

“The encouraging early results we have achieved in Hong Kong bodes well for our upcoming global expansion. The need to meet new people in real life is a universal one, and DateTix is very well positioned to fulfill that need”, said Mr Ye.

As a result of rapid growth in the DateTix app user base, the number of customer sales leads for DateTix’s high-end premium matchmaking business has increased significantly. The DateTix premium matchmaking service provides clients with a highly curated and personalised experience, typically guaranteeing a minimum of 5 handpicked dates over a 12-month period. These services are priced at approximately A\$3,000 per client, and represent an early source of revenue for the DateTix Group in monetising its fast growing user base.

As a result of the increase in brand awareness in Hong Kong, average user acquisition costs in the city has been decreasing, and we expect this trend to continue as we further build user base density.

DateTix is also pleased to report that it has successfully upgraded its back-end cloud infrastructure to support the large increase in the number of concurrent users. The company will continue to focus on optimising product features and improving performance to develop a best-of-breed global dating app.

¹ Based on data from App Annie



In preparation for the upcoming launch into the China market, DateTix is in the final stages of developing local customisations. As part of this, the company has further strengthened its China-based R&D team by making key engineering hires with deep experience in developing high traffic consumer apps. China represents a very large opportunity for the DateTix platform, with an estimated 200 million singles² and a fast growing online dating market that is expected to reach US\$1.6bn in 2016³.

Commenting on the growth strategy and outlook for DateTix, Mr Ye said:

"The DateTix technology platform is globally scalable and our business model is asset light, which enables us to rapidly roll out DateTix to multiple markets around the world in a relatively short period of time. We look forward with great anticipation as we continue to introduce DateTix to more users in our target markets each and every day, increasing local user density and facilitating meaningful connections. Once market leadership and user density has been achieved in a target market, our focus will turn to monetisation of our user base through a combination of online and offline revenue streams, and in doing so, building a world class business", said Mr Ye.

For further information, please contact:

Investors

Eric Kuret
Director, Market Eye
D: +61 7 3225 4598 | M: +61 417 311 335
E: eric.kuret@marketeye.com.au

Media

Georgie Morell
Director Media & Communications, Market Eye
D: +61 3 9591 8900 | M: +61 438 008 383
E: georgie.morell@marketeye.com.au

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>

² <http://blogs.wsj.com/chinarealtime/2015/12/07/one-is-the-loneliest-number-chinas-single-population-nears-200-million/>

³ <http://www.bloomberg.com/news/articles/2015-06-03/in-china-a-surfeit-of-online-dating-startups>

DATE TIX

APPENDIX: Apple iOS download chart for Lifestyle category on 3rd March 2016

Categories		Lifestyle		☰	
Paid		Free		Top Grossing	
7		DateTix Lifestyle	OPEN		
8		58同城-招聘找工作,租房,二手房,二手车,二手物品 Lifestyle	GET		
9		Hong Kong Movie 香港電影 Lifestyle ★★★★☆ (8)	+ OPEN		
10		Tinder Lifestyle	UPDATE		
11		驾考宝典-2016最新驾校驾照考试, 科目一科目四学车... Lifestyle	+ GET		
12		大众点评-闪惠,团购,美食,电影,酒店,外卖,KTV,霸王餐,... Lifestyle	+ GET		

For personal use only