



DateTix Group Ltd (ASX:DTX)

11 July 2016

DateTix active member base grows +21% month-on-month

DateTix Group Ltd (ASX:DTX) is pleased to announce continued strong growth of the DateTix platform in June 2016, with the number of Monthly Active Members¹ surpassing 16,400, a month-on-month increase of +21% versus May 2016, and an increase of +98% versus April 2016.

Key highlights:

- **Over 16,400 Monthly Active Members in June 2016; +21% month-on-month**
- **Over 14,300 date listings in June 2016; +34% month-on-month**
- **Signed Heads of Agreement to acquire Lovestruck, a leading premium online dating platform**
- **Released updated version of the DateTix iOS and Android apps for with new feature enhancements and performance improvements**
- **Launched matchmaking business in Shenzhen to capture China matchmaking market opportunity worth close to A\$1.3 billion per year**

Commenting on the strong growth in June, DateTix Founder and CEO, Michael Ye, said:

“June was another month of significant growth for DateTix, as we continued to expand our brand and platform footprint across Hong Kong and Singapore, and successfully launched into Shenzhen, China. We anticipate the strong growth momentum to continue in July and the rest of FY17, as we continue to increase our user base in our existing markets and launch into new markets.

“In addition, we very much look forward to integrating Lovestruck into the DateTix Group and adding a leading premium dating brand into our product portfolio as we prepare for expansion into exciting new markets such as Shanghai, Beijing, Guangzhou and Sydney.”

FY17 growth outlook

Looking ahead to FY17, DateTix Group expects continued strong growth in its user base in both existing and new markets, along with accelerated revenue growth as it expands its market share and penetration in each target city. The launch of the social commerce marketplace and other feature enhancements are expected to further increase user engagement and monetisation. Furthermore, the addition of the Lovestruck platform is expected to result in substantial immediate increase in online membership subscription revenues, and will help DateTix Group further diversify its revenue streams.

DateTix Group expects to complete the Lovestruck acquisition in July, and then expand the Lovestruck platform concurrently with the DateTix platform into new markets, including major cities across China. This portfolio approach will allow DateTix Group to capture a larger slice of the overall dating services market, ranging from casual daters to those seeking serious long-term relationships, and at the same time build a larger pool of singles to upsell to the offline matchmaking business.

¹ Number of DateTix members who have logged into the DateTix platform through either mobile or web applications and utilised any of the functions on the platform at least once during a given calendar month



Expected core revenue streams for FY17

DateTix Group has an asset-light and scalable business model with diverse online and offline revenue streams. For FY17, the following are expected to be the company's core revenue streams:

- *Premium subscriptions*: Members purchase recurring premium subscriptions to enjoy enhanced functionality and additional benefits
- *Matchmaking*. Members purchase personalized matchmaking packages that include professional consultation and guaranteed one-on-one dates
- *Virtual items*. Members purchase virtual items that can be used in the app to post featured date listings, buy virtual gifts, and other products and services
- *eCommerce*. Members purchase eCommerce coupons and vouchers that can be used at selected local merchant partners
- *Advertising*. Advertisers such as local merchants purchase contextually-relevant advertising space to get featured on our online platforms

Expected expansion timeline of DateTix and Lovestruck platforms

- 3Q 2016: Shanghai – approximately 24 million population
- 4Q 2016: Beijing – approximately 22 million population
- 1Q 2017: Guangzhou – approximately 13 million population
- 2Q 2017: Sydney – approximately 5 million population

For further information, please contact:

Michael Ye
Founder and CEO
M: +852 6684 2770
E: michael@datetix.com

David Su
VP, Business Development
M: +852 5161 2562
E: david@datetix.com

About DateTix

DateTix is a mobile online marketplace that facilitates offline 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 at nearby establishments for meals, drinks, live events, outdoor activities and more, for a wide range of intentions, including casual dating, serious relationship, friendship, business networking.

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, to deliver highly personalised and relevant matches to each and every member. With an initial focus on major Asian cities, DateTix plans to build, grow and cultivate leading local mobile marketplaces for dates in major markets around the world.

<http://www.datetix.com>

For personal use only