

DateTix monthly active users expand 59% with record revenues

- **Monthly active users increased +59% month-on-month in September 2016 to over 94,000 across the DateTix and Lovestruck platforms**
- **Group revenue of \$130,000 for the month – a record performance**
- **New DateTix App with “hotspot dating” to be launched in October**
- **Revenue streams and geographical footprint continue to grow and diversify**
- **Multiple near-term growth drivers strengthen revenue and operating cash flow**

DateTix Group Ltd (ASX: DTX) is pleased to announce that the number of monthly active users across the DateTix and Lovestruck platforms surged approximately +59% month-on-month to over 94,000 in September 2016¹. At the same time, revenues across all of the Group’s business divisions totaled approximately \$130,000 for the month², a new all-time record for the company.

Key highlights for the month of September 2016 include:

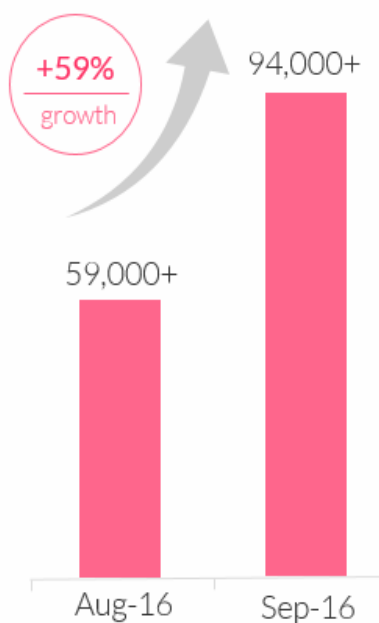
- **DateTix Group monthly active users exceeded 94,000, a month-on-month increase of +59% versus August 2016, and +86% versus July 2016¹**
 - DateTix monthly active user growth driven by strong active user growth in China, and release of updated version of iOS and Android apps with streamlined user interface and performance enhancements
 - Lovestruck monthly active user growth driven by strong active user growth in Hong Kong and on the Android platform
- **DateTix Group revenues surged to a new all-time record, totaling approximately \$130,000 for the month, driven by over 1,000 new subscription purchases on the Lovestruck platform, and an 103% month-on-month increase in cash receipts for the matchmaking business in Hong Kong**
 - Over 1,000 new subscription purchases made on the Lovestruck platform in August across the Hong Kong, the United Kingdom and Singapore
 - Cash receipts for the matchmaking business in Hong Kong grew +103% month-on-month to over \$14,000 for the month as a direct result of the significant increase in number of customer sales leads post the completion of the Lovestruck acquisition

¹ Monthly active users for DateTix Group is calculated based on total traffic to the DateTix and Lovestruck online platforms, and are based on third-party data from Google Analytics and Fabric

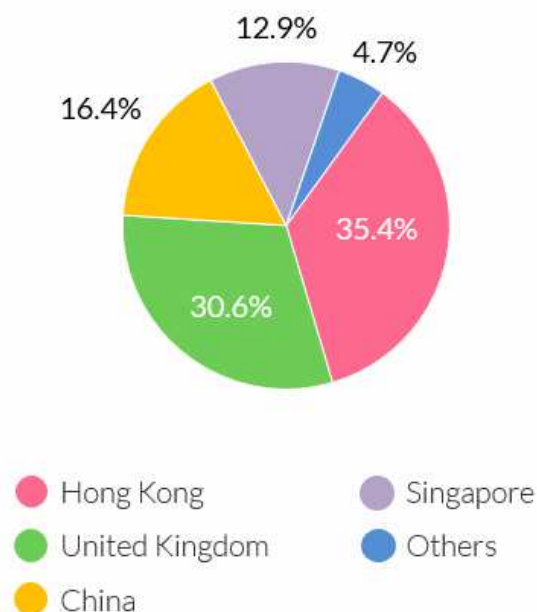
² Based on unaudited preliminary company estimates

- Updated version of DateTix app with new virtual gift shop seeing increase in user monetisation driven by growth in purchases of virtual items and DateTix Plus subscriptions
- **Planned launch of new DateTix app with “hotspot dating” feature scheduled for early October with new location-based technologies that share similarities to the hugely popular Pokémon Go by requiring users to walk to local hotspots, such as restaurants and bars, in order to get matched**
 - Users must walk to various handpicked local dating hotspots to get matched, chat and date with other users
 - Users can choose to upgrade to DateTix Plus subscription for a fee of up to \$32 per month in order to get matched, chat and date with users in any hotspot on the map
 - Potential advertising revenue from local merchants, such as restaurants and bars, to feature them as “recommended dating hotspots” within the app

Monthly active users



September revenue by geography



Commenting on the September results, DateTix Founder and CEO, Michael Ye, stated:

“September was a great month for DateTix, with the company booking record revenues driven by exceptional growth in the number of active users across DateTix and Lovestruck. The continued strong growth in active users serves as excellent validation of our products and platform.

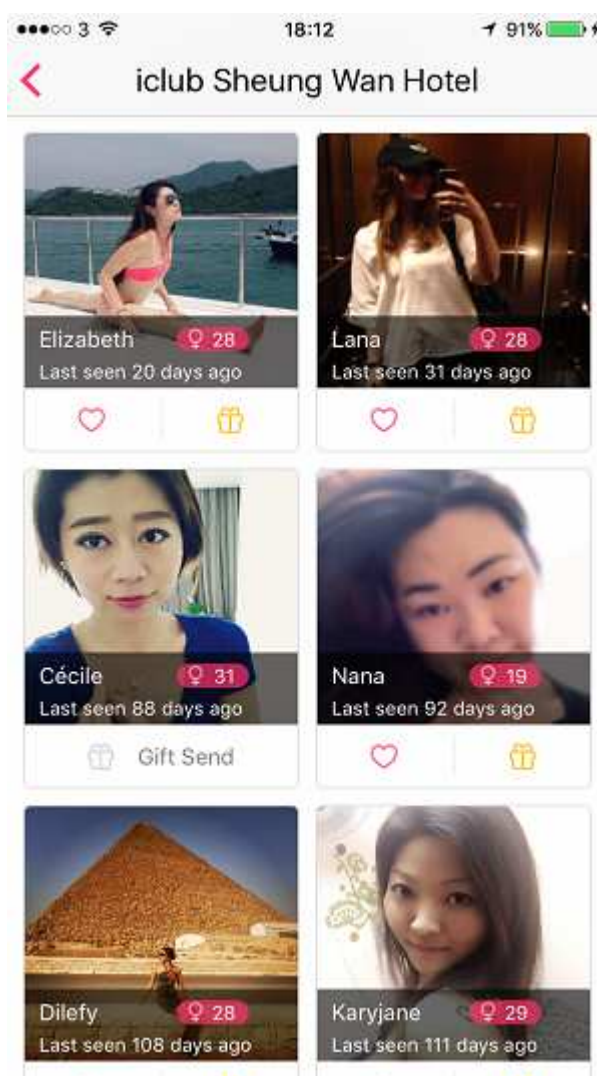
“We now have a diversified revenue base across Hong Kong, the United Kingdom, China and Singapore, and we are leveraging our highly scalable online platform to continue growing revenue and cash flows in our existing markets. We are also assessing new markets for potential expansion.

“As we continue to expand our user scale and geographic footprint, we expect revenues to increase as a result of a higher paying user ratio and higher monetisation rate per user. We also expect operating margins to expand, as the high degree of operating leverage in our business model should enable us to grow revenues faster than our fixed cost base.

“We have a clear roadmap and we continue to execute on our strategic priorities. As we begin the second quarter of FY17, we are excited about our growth momentum and the strong pipeline of product enhancements and innovations across our brand portfolio.

“We look forward to reporting and discussing our progress and achievements in the months ahead and realising greater value for our shareholders.”

Screenshots of upcoming “hotspot dating” feature of the DateTix app





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About DateTix Group

DateTix Group is a leading provider of social and dating products and services, including the DateTix platform, the Lovestruck platform, and premium matchmaking services.

The DateTix platform 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. 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. For more information, please visit <http://www.datetix.com>

Lovestruck is a leading premium online dating platform currently operating in Hong Kong, Singapore and the United Kingdom. Founded in 2006 in London, the platform has since expanded to other markets, including Hong Kong and Singapore. Lovestruck has established itself as a readily identifiable brand position in a competitive yet burgeoning market. Genuinely regarded as a preeminent brand within the dating industry – and a founding member of the Online Dating Association, a new trade body created to set and uphold the highest standards in the industry – Lovestruck has won numerous awards, most notably 'Online Dating Brand of the Year' for the second year running at the UK Dating Awards in November 2015. For more information, please visit <http://www.lovestruck.com>

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