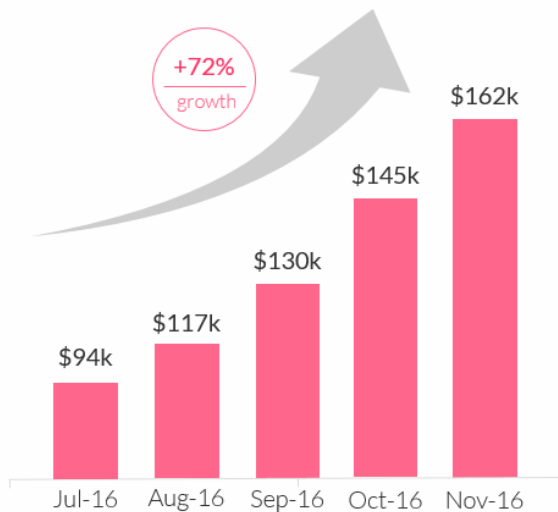


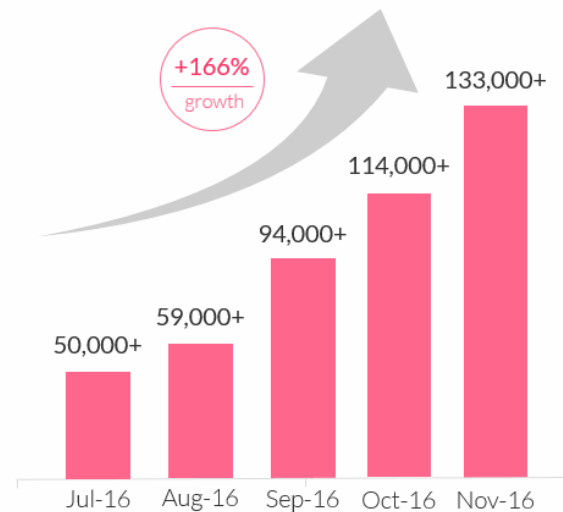
## DateTix Group delivers record revenues in November

- DateTix Group has delivered record revenues in November 2016, totaling approximately \$162,000, up +38% versus the same period in the prior quarter<sup>1</sup>
- New record number of monthly active users of over 133,000 in November 2016, up +125% versus the same period in the prior quarter<sup>2</sup>
- New record customer cash receipts for the premium matchmaking business in Hong Kong, +27% month-on-month growth to approximately \$25,000, driven by strong upselling conversion from online user base to offline matchmaking clients

Monthly revenue<sup>1</sup>



Monthly active users<sup>2</sup>



<sup>1</sup> Based on unaudited company estimates; July 2016 revenue includes pro forma results from Lovestruck

<sup>2</sup> Monthly active users for the DateTix Group is estimated based on total traffic to the DateTix and Lovestruck online platforms as reported by third-party data platforms Google Analytics and Fabric; July 2016 monthly active users includes pro forma results from Lovestruck



DateTix Group Ltd (ASX:DTX) is pleased to announce record revenues of approximately \$162,000 for the month of November 2016, up +38% versus the same period in the prior quarter. Online user traffic continued to grow strongly, with monthly active users increasing to over 133,000 in November 2016, up +125% versus the same period in the prior quarter.

Key highlights for the month of November 2016 include:

- **New record revenues of \$162,000 for the month, driven by strong sales of online subscriptions and premium matchmaking packages**
  - Strong sales of online subscriptions and premium matchmaking packages driven by new record number of monthly active users
  - Monthly active users across the Lovestruck and DateTix online platforms exceeded 133,000 for the month, up 125% versus the same period in the prior quarter, driven by strong user growth in Hong Kong and Singapore
  - Diversified revenue base across Hong Kong, the United Kingdom, China and Singapore
- **+27% month-on-month growth in customer cash receipts to approximately \$25,000 for the Hong Kong premium matchmaking business, driven by strong conversion rates from upselling matchmaking services to large online user base in Hong Kong**
  - Record customer cash receipts and revenues achieved for Hong Kong premium matchmaking business as a result of effectively leveraging large online user base to upsell significantly higher priced offline matchmaking services
  - Continuing to optimize conversion funnel from online user registrations to offline matchmaking package purchases to further increase upselling conversion rates and average revenue per user
- **Lovestruck online platform now live and soft launched in China, Malaysia and India, with official launches planned in the first quarter of 2017**
  - Lovestruck online platform has been soft launched in China, Malaysia and India to build seed user base ahead of official launches planned in first quarter of 2017
  - Recruited India Country Manager Rahul Maheshwari to expand DateTix Group's product portfolio into India, starting with Mumbai and Delhi

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

"I'm pleased to report another month of new record results. In particular, I would like to highlight the continued strong growth momentum of our premium matchmaking business in Hong Kong, which grew another 27% month-on-month in November, following a 34% month-on-month growth in October.

"This demonstrates the power of our hybrid online plus offline business model, where we are able to effectively upsell significantly higher-priced offline matchmaking services to our large and growing online user base to substantially increase our average revenue per user.

"We also successfully completed a private placement of A\$1.75 million in November, which helps further strengthen our balance sheet and allows us to continue to execute our strategic plans and scale our business model to achieve rapid growth in both existing and new markets."



**For further information, please contact:**

Michael Ye  
Founder and CEO  
M: +852 6684 2770  
E: [michael@datetix.com](mailto:michael@datetix.com)

Wendy Hui  
CFO  
M: +852 9406 1165  
E: [wendy@datetix.com](mailto:wendy@datetix.com)



**Follow DateTix on Twitter:** <https://twitter.com/DateTixIR>

### **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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