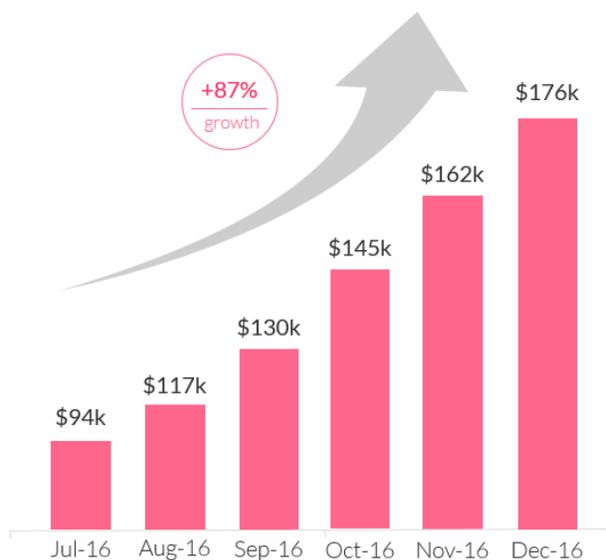


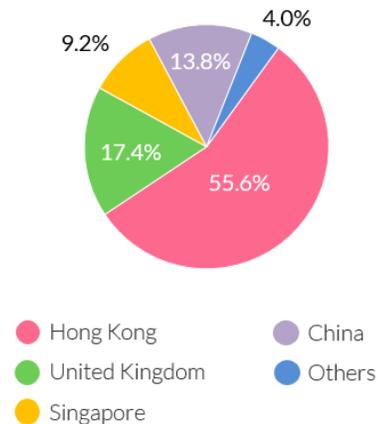
DateTix Group exceeds \$2 million annualised revenue run-rate

- DateTix Group achieved new record revenues of approximately \$176,000 in December 2016, implying an annualised revenue run-rate of \$2.1 million¹, and +35% growth versus the same period in the prior quarter²
 - New record revenues of approximately \$40,000 in December 2016 for premium matchmaking business, +34% versus the same period in the prior quarter
- Hong Kong now accounts for over half of company revenues as localised critical mass and network effects continue to drive brand awareness and user monetisation
- Successful completion of Noonswoon acquisition expands company's revenue base and geographic reach into Thailand

Monthly revenue¹



December revenue by geography



¹ Annualised revenue run-rate is defined as the most recent monthly revenue multiplied by twelve months.

² Based on unaudited company estimates; July 2016 revenue includes pro forma results from Lovestruck

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DateTix Group Ltd (ASX:DTX) is pleased to announce another month of new records in December 2016, with new records in both total revenues and matchmaking revenues.

Key highlights for the month of December 2016 include:

- **New record revenues of approximately \$176,000 for the month, +35% versus the same period in the prior quarter**
 - Strong revenue growth from online subscriptions and premium matchmaking services driven by growing brand awareness in Hong Kong that has led to strong user adoption and monetisation
- **New record revenues of approximately \$40,000 for the month for the premium matchmaking business, +34% versus the same period in the prior quarter**
 - Record revenues achieved for premium matchmaking business across the company's two matchmaking offices in Hong Kong and Shenzhen, China
 - Strong revenue growth achieved as a result of leveraging and monetising large online user base to upsell significantly higher priced premium 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
- **Noonswoon acquisition successfully completed to expand company's revenue base and geographic reach into Thailand**
 - New and enhanced version of the Noonswoon app expected to be released in 1Q 2017 and rolled out across new Southeast Asia markets including Hong Kong, Taiwan and India
 - Planned expansion of premium matchmaking business into Bangkok, Thailand to leverage and monetise Noonswoon's large online user base

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

"We are pleased to end 2016 with another strong month of record revenues. Hong Kong has now become our largest market by far in terms of revenues, primarily as a result of the growing local consumer awareness of our brands. This is consistent with our strategic plan of focusing on city-based expansion to achieve local critical mass and user density, which is key to success for dating services.

"Our powerful hybrid online plus offline business model has led to new record revenues for our premium matchmaking business, as our sales team continue to leverage our large online platforms and user bases as sources of sales leads to upsell premium matchmaking packages.

"As we enter 2017, we have multiple growth opportunities in front of us in both existing and new markets. We look forward with great anticipation in continuing to execute and scale our proven business model to deliver shareholder value."



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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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