



DateTix Group Limited (ASX:DTX)

7 April 2016

## **DateTix active member base nearly triples month-over-month**

DateTix Group Limited (ASX: DTX) is pleased to announce that the DateTix app has experienced strong growth in Hong Kong since launch, with the number of Monthly Active Members nearly tripling month-over-month in March versus February 2016.

Key highlights include:

- **Over 6,100 Monthly Active Members in Hong Kong in March 2016 – up approximately 167% month-over-month**
- **Over 4,500 date listings in Hong Kong in March 2016 – up approximately 209% month-over-month**
- **Over 15,800 downloads of the DateTix app<sup>1</sup> across all platforms for the quarter ending 31 March 2016**
- **DateTix surpassed Tinder in app downloads in Hong Kong on multiple days across both Apple iOS and Google Play<sup>2</sup>**
- **Early monetisation of member base through premium matchmaking service and events**
- **China product localisation and expansion strategy nearly complete, with market entry expected to commence in May 2016**
- **Signed agreement to sell legacy consulting services business for consideration of up to A\$780,000**

Commenting on the strong results achieved in March, DateTix Founder and CEO, Michael Ye, said:

"We are very excited by the strong growth of the DateTix platform in March. The successful launch of the iOS and Android apps in Hong Kong have been very well received, with significant momentum achieved across key metrics. Monthly Active Members, app downloads, and date listings on the platform show significant potential.

"DateTix has begun early monetisation of its member base through its premium matchmaking service with an average selling price of approximately A\$3,000 per client. Whilst revenue is relatively small at this stage, the offline matchmaking business provides cash flow for DateTix while it is in the very early stages of scaling up its user base."

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<sup>1</sup> Note that iOS app was launched on 5 February 2016 and Android app released on 4 March 2016

<sup>2</sup> Based on App Annie rankings, DateTix surpassed Tinder in app downloads in Hong Kong on Apple iOS for the first time on March 2, 2016, and on Google Play for the first time on March 9, 2016

## **Product development update**

Development of the DateTix iOS app has continued since its launch in early February and significant improvements to the user interface have been deployed. A new and enhanced version of the iOS app has been submitted to Apple App Store and is pending approval. Enhancing user engagement and retention remains a key priority for DateTix, and additional product innovation continues to be developed.

Going forward, the key priority will be the introduction of a localised Chinese language version of the DateTix app. This is expected to be launched across the iOS and Android platforms in April 2016, in advance of DateTix's entry into the mainland China market.

## **China expansion plans**

DateTix plans to enter the mainland China market in May 2016. With a combination of localised product and marketing teams, extensive China Internet experience within the DateTix senior management team, and strong user uptake seen in Hong Kong, DateTix believes it is very well positioned to capture market share in mainland China.

## **Sale of legacy consulting services business**

In March, DateTix announced the sale of its non-core services business, PRM Cloud Solutions, for consideration of up to \$780,000, including contingent amount of up to A\$280,000 due in April 2017. These funds will contribute towards continued technology developments and the geographic roll-out of the DateTix platform.

## **Growth outlook**

A number of key initiatives are expected to contribute to strong growth in the DateTix member base in the near term. These include:

- Continued growth in the active member base in the Hong Kong market
- Launch of the DateTix app into the Singapore and mainland China markets
- Marketing and branding initiatives
- New strategic partnership opportunities

Commenting on the outlook, Mr Ye said:

"We will continue to focus on building user density and market share in Hong Kong, and rolling out the DateTix platform into Singapore and mainland China. Our current strategic priority is to increase our active member base and engagement within our target markets, with a plan to increase average revenue per user once we have attained a strong market position in those markets", said Mr Ye.



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#### 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>

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