



DateTix Group Limited (ASX:DTX)

6 May 2016

DateTix active member base increases +30% month-over-month

DateTix Group Limited (ASX: DTX) is pleased to announce that the DateTix app has continued to experience very strong growth, with the number of Monthly Active Members across its platform exceeding 8,300 in April, a month-over-month increase of +30% versus March 2016.

Key highlights include:

- **Over 8,300 Monthly Active Members in April 2016; +30% month-over-month**
- **Over 6,200 date listings in April 2016; +37% month-over-month**
- **Continued monetisation of member base through premium matchmaking service and events**
- **China product localisation and performance load testing now complete**
- **App launches in China and Singapore planned later this month**

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

"The DateTix app has continued its strong growth momentum in Hong Kong, with the number of active members and date listings increasing significantly in April versus March. We continue to experiment and test new marketing channels and product innovations in order to further increase user engagement and lower user acquisition costs. At the same time, we are developing a city-by-city playbook, which will help us to replicate the success achieved in Hong Kong into other major markets around the world".

China and Singapore expansion

DateTix plans to launch its scalable social platform into Shenzhen, China and Singapore this month, two major new markets with approximately 16 million people and a large proportion of affluent singles. Development and performance load testing of the localised Chinese language version of the DateTix app is now complete, and new cloud-based server infrastructure has been put in place to support rapid growth in user base.

To accelerate member growth in these two new markets, DateTix is pleased to announce the appointment of Gao Yuan as City Manager for Shenzhen, China, and Pascal Sam-Soon as Country Manager for Singapore. Gao and Pascal are both professionals with experience in fast growing consumer Internet platforms, having previously worked at ventures affiliated with NASDAQ-listed 58.com and Frankfurt-listed Rocket Internet, respectively.

Commenting on the appointments, Mr. Ye said:

"We are very excited to welcome Gao and Pascal to our team to lead the growth of our member base in Shenzhen and Singapore, respectively. While their growth targets are ambitious, we believe we have the right product, marketing playbook and support systems in place to help them succeed in their local markets".

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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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