



DateTix Group Ltd (ASX:DTX)

20 December 2016

DateTix Group acquire assets of Noonswoon Inc.

- **DateTix Group now owner and operator of the Noonswoon app after executing an asset purchase agreement to acquire all key assets of Noonswoon Inc for 700,000 ordinary shares of DTX**
- **Acquisition provides immediate uplift to DateTix Group's revenues and user base, and further diversifies the company's business into Southeast Asia**

DateTix Group Ltd (ASX:DTX) is pleased to announce that it has executed an asset purchase agreement to acquire all key assets of Noonswoon Inc. in exchange for 700,000 ordinary shares of DateTix Group (ASX:DTX), escrowed for 24 months from their issuance date.

Key assets acquired by DateTix Group under the asset purchase agreement include:

- **100% of the issued share capital of Noonswoon Co. Ltd, the primary operating subsidiary of Noonswoon Inc. based in Thailand**
- **All key intellectual property of Noonswoon Inc., including:**
 - The Noonswoon iOS and Android apps
 - The "Noonswoon" registered trademark
 - The noonswoonapp.com domain name

Commenting on the Noonswoon acquisition, DateTix Founder and CEO, Michael Ye, stated:

“Adding Noonswoon to the DateTix Group further strengthens our brand portfolio and makes us well positioned for expansion in Southeast Asia. The Noonswoon app is a leading dating app in Thailand, where it already has approximately 2,500 daily active users.

“Post this acquisition, our immediate strategic priority is to continue to build on the critical mass in Thailand that the app has already achieved, while further improving the product and user experience to optimize user retention, engagement and monetisation.

“We also look forward to bringing our expertise in premium matchmaking to Noonswoon, where we plan to adopt our powerful online plus offline business model to effectively upsell significantly higher-priced offline matchmaking services to Noonswoon's large and growing online user base to substantially increase its average revenue per user.”

Growth outlook

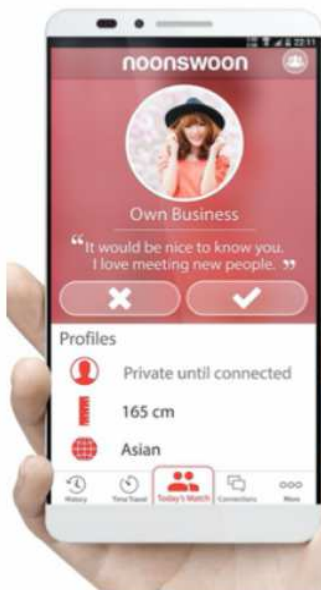
The Noonswoon asset acquisition is expected to accelerate DateTix Group's revenue and user base growth, and further diversify the company's business into Southeast Asia. The company now has a diverse revenue base with five revenue-generating markets across Hong Kong, China, Singapore, Thailand and the United Kingdom, and own four distinct dating brands in its portfolio.

The dating services market is large and highly segmented. Adopting a brand portfolio approach allows the DateTix Group to capture a larger share of the market by more effectively targeting different market segments, ranging from casual daters to those seeking serious long-term relationships and marriage.

Award-winning mobile app from Thailand for serious relationships

Each user receives a high quality and personally curated match each day at noon

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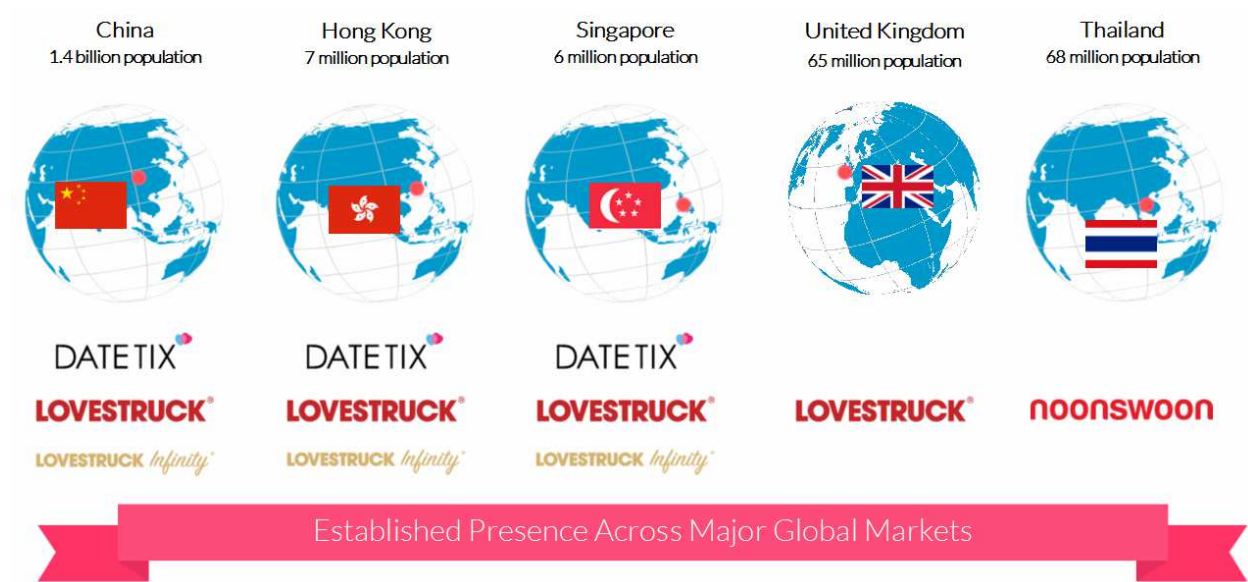


Chat

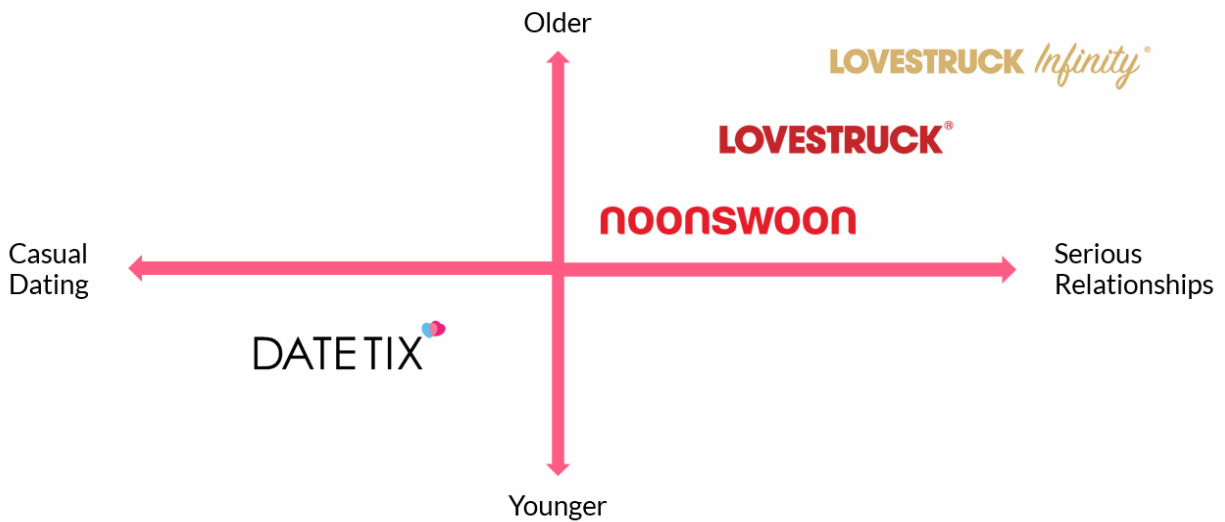


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Broad geographic footprint with focus on Asian markets



Building a global dating portfolio targeting distinct market segments





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About DateTix Group

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

The DateTix app 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>

Noonswoon is a pioneering dating company operating in Thailand. The company's primary product is a mobile app targeting people who are serious daters. Unlike other dating apps where the quantity of profiles is key, Noonswoon focuses on the quality and compatibilities of profiles, aiming to introduce people who have similar socio-economic backgrounds. The app introduces its members to only one curated and high quality match per day. In addition to the mobile app, the company also offers a premium matchmaking service to those who want to be more personal. The company's matchmakers will learn about the need of each customer, and help facilitate and arrange date for him or her. For more information, please visit <https://www.noonswoonapp.com>