

# DateTix Group (ASX:DTX) Investor Presentation

October 2016



Join us in building a leading  
global dating portfolio

**LOVESTRUCK®**



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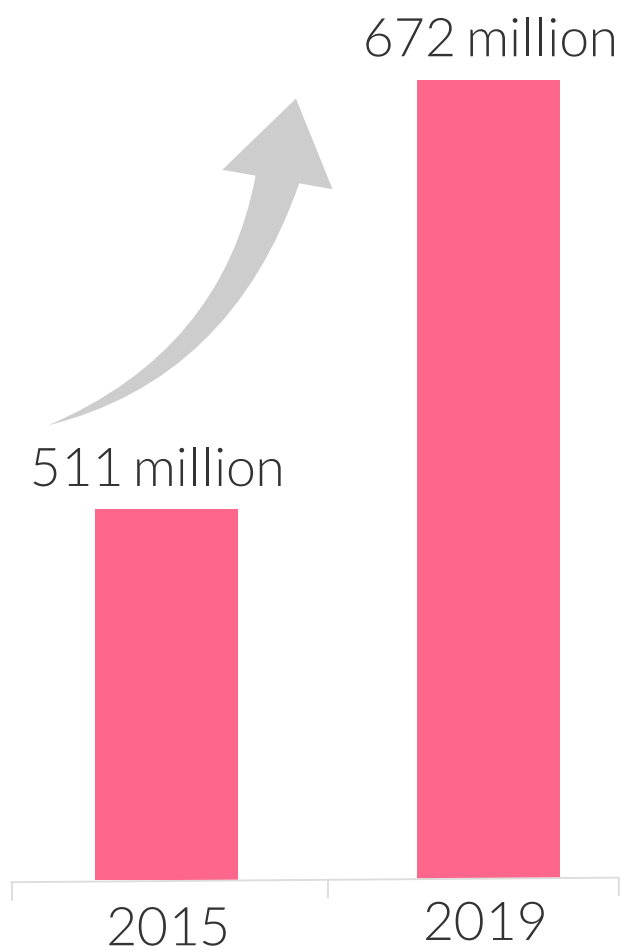
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# Demand for Dating Services is Soaring

Demographic shifts and cultural trends are driving rapid growth in demand for dating services

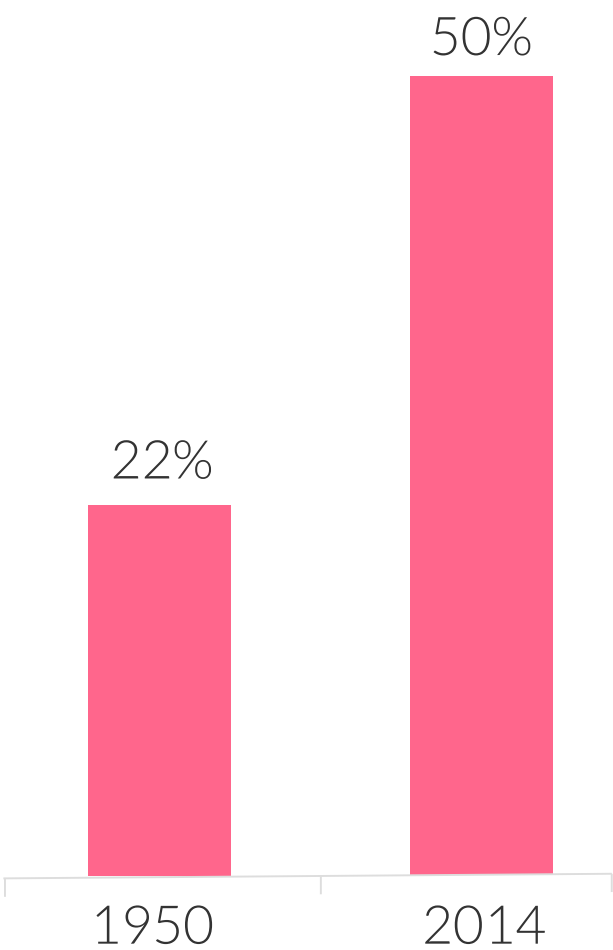
## Growing number of singles worldwide

Number of adults in North America, Western Europe and other select countries who are single and have Internet access<sup>1</sup>

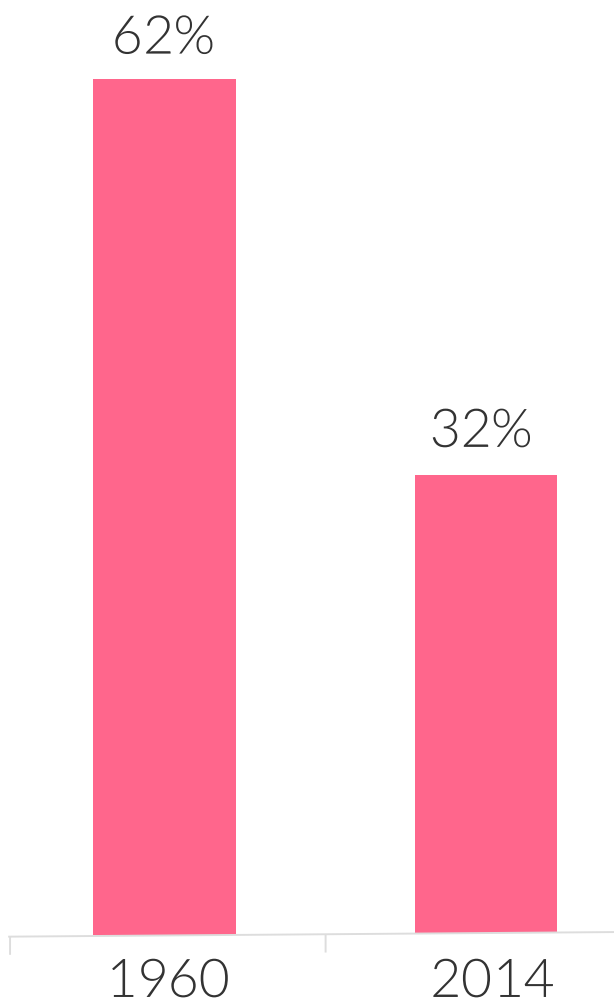


## People are choosing to stay single longer

% of US population aged 16 and over that are single<sup>2</sup>



% of US population aged 18-34 that are married or cohabiting in own household<sup>3</sup>



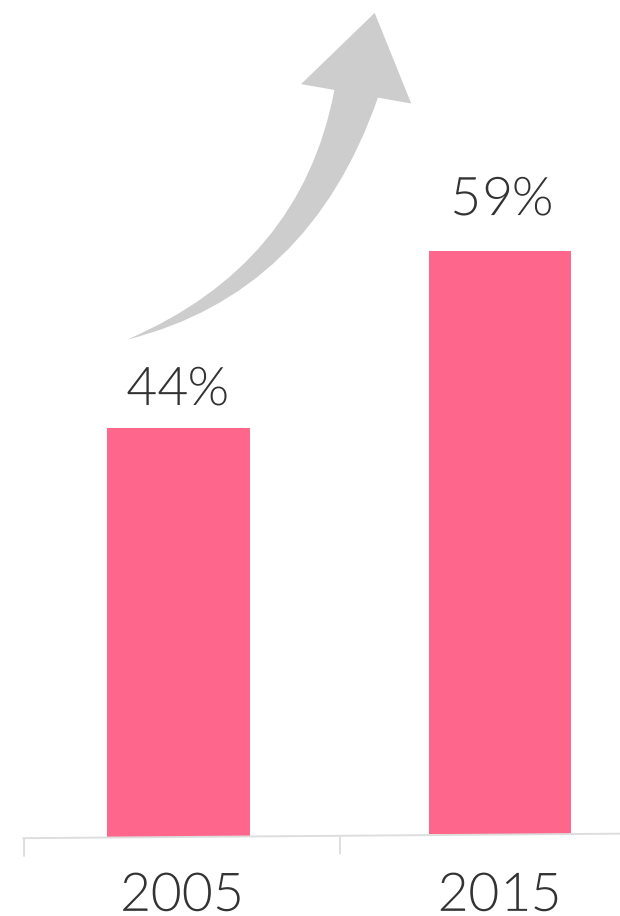
<sup>1</sup> Research Now, 2015  
<sup>2</sup> Bureau of Labor Statistics  
<sup>3</sup> Pew Research, 2016

# Online Dating is Becoming a Social Norm

The Internet is now the #1 preferred way to date for many people

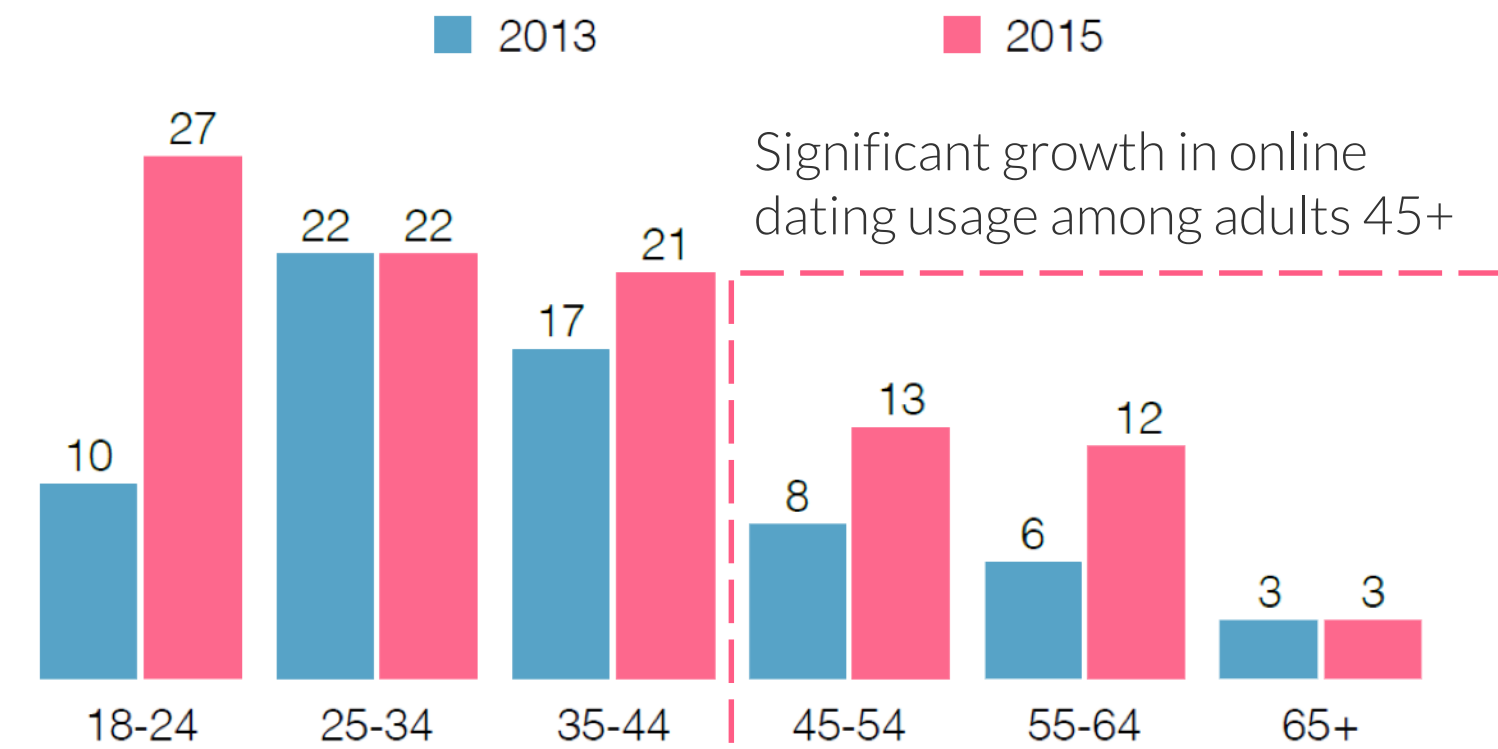
## Online dating gaining widespread social acceptance

% of people who agree that online dating is good way to meet people



## Use of dating websites/apps has soared

% of adults in the US who have ever used a dating website or app



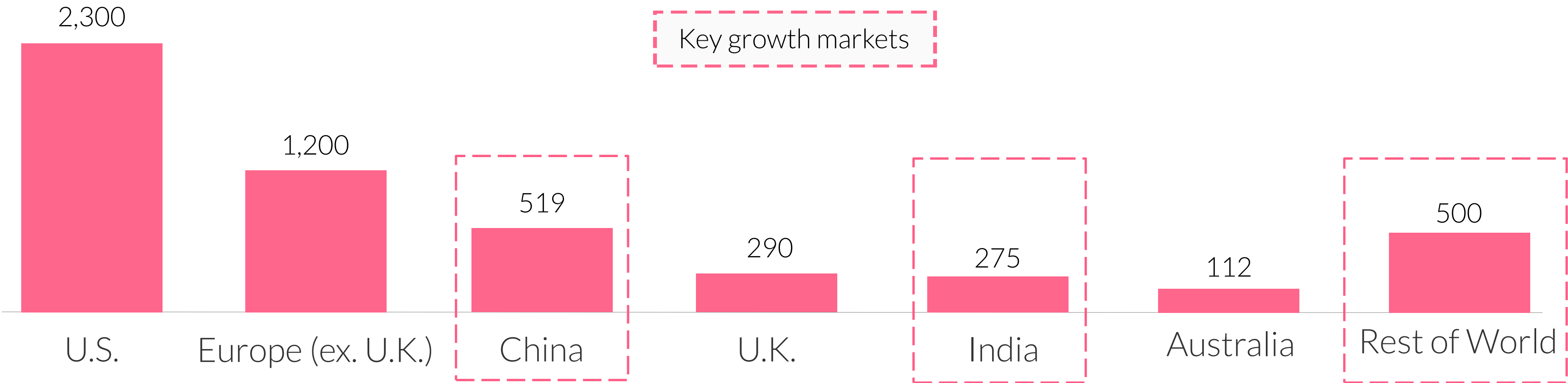
<sup>1</sup> Pew Research, 2016

# A Multi-Billion Dollar Global Market Opportunity

Online dating is a massive ~A\$5.0 billion market globally that is seeing strong growth in Asia

2015 online dating market (A\$ millions)<sup>1</sup>

Key growth markets



One in 10 adults now average an hour a day on a dating website or app<sup>2</sup>

<sup>1</sup> Wall Street Journal, iResearch, leadingdatingsites.co.uk, Troika Consulting, IBISWorld, company estimates

<sup>2</sup> The Washington Post

# Dating Apps Are Strong Revenue Generators

Dating apps dominate top revenue charts across iOS and Android




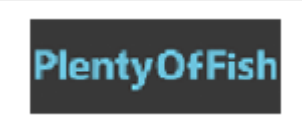









Top non-gaming apps by revenue on iOS and Android in 2014 <sup>1</sup>							
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

Dating App

<sup>1</sup> App Annie Top App Trends of 2014



Dating platforms have become popular takeover targets in recent years

Target	Acquirer	Acquisition Date	Valuation	Stake Acquired
		June 2016	A\$73 million	100%
	Private investors	May 2016	A\$489 million	100%
		July 2015	A\$762 million	100%
		August, 2014	N/A	100%
		July 2014	N/A	100%
		September 2013	A\$648 million	6.7%
		February 2011	US\$50 million	100%

# DateTix Group Overview

A leading dating platform currently operating in Hong Kong, China, Singapore and the UK

	Service	Target age group	Price points
DATE TIX	Mobile social platform for casual dating and social networking	18 to 35	Free – A\$32/month
LOVESTRUCK®	Premium online dating platform for serious relationships and marriage	25 to 45	A\$ 23 – 84/month
LOVESTRUCK Infinity®	Premium matchmaking services for serious relationships and marriage	30 to 50	A\$2,000 – A\$3,000/year

Diversified product and brand portfolio targeting different market segments



# Broad Geographic Footprint with Asia Focus

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China  
1.4 billion population



Hong Kong  
7 million population



Singapore  
5 million population



United Kingdom  
65 million population



DATE TIX  
**LOVESTRUCK**  
*LOVESTRUCK Infinity*

DATE TIX  
**LOVESTRUCK**  
*LOVESTRUCK Infinity*

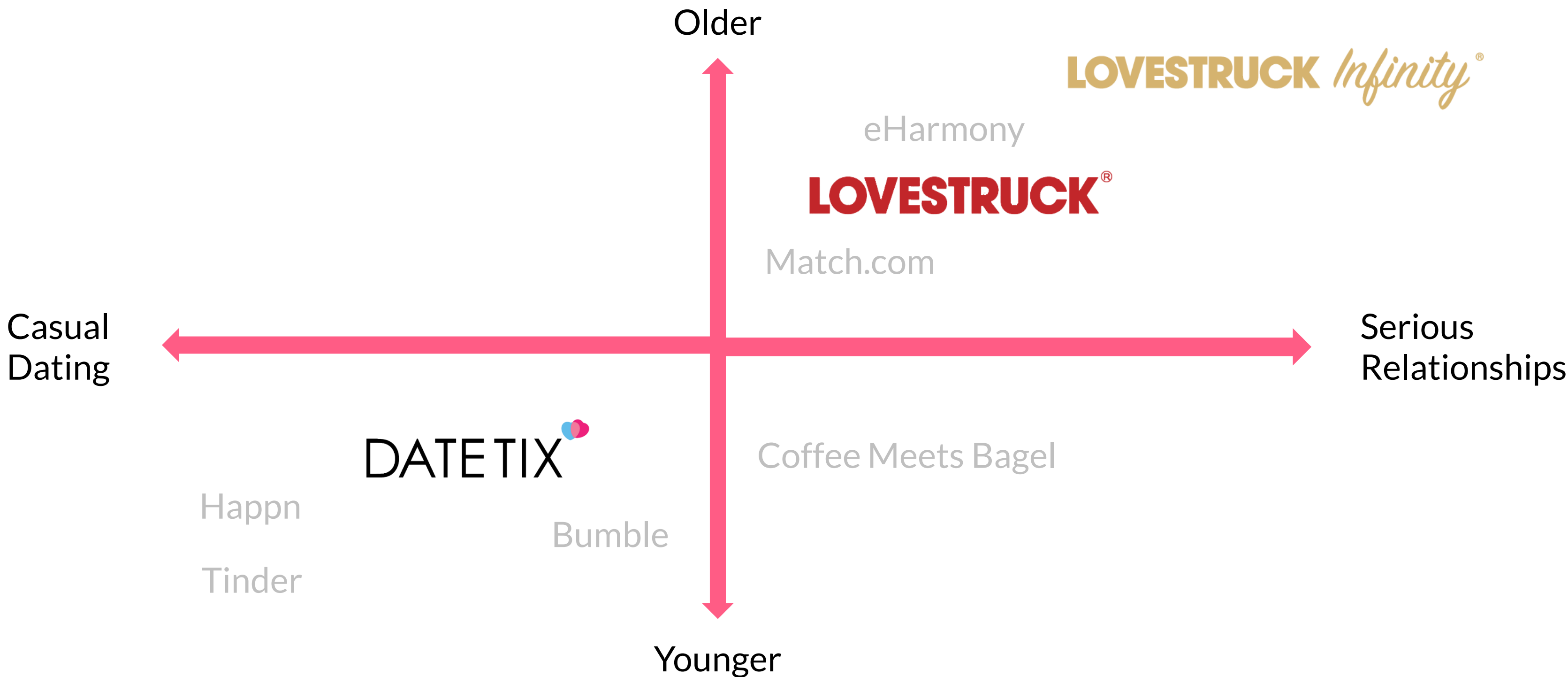
DATE TIX  
**LOVESTRUCK**  
*LOVESTRUCK Infinity*

**LOVESTRUCK**

Established Presence Across Major Global Markets

# Distinctive Competitive Positioning

Clear brand positioning to effectively capture distinct market segments



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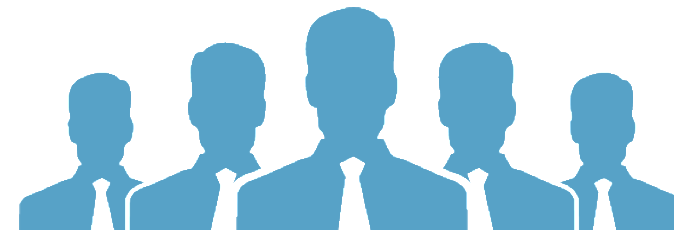
# Substantial Revenue and User Footprint

Strong growth momentum across key financial and operating metrics



**A\$2.1 million**

FY16 pro forma revenues<sup>1</sup>



**94,000+**

Monthly active users in  
September 2016<sup>2</sup>



**3,600+**

Active paying subscribers at  
end of September 2016<sup>2</sup>

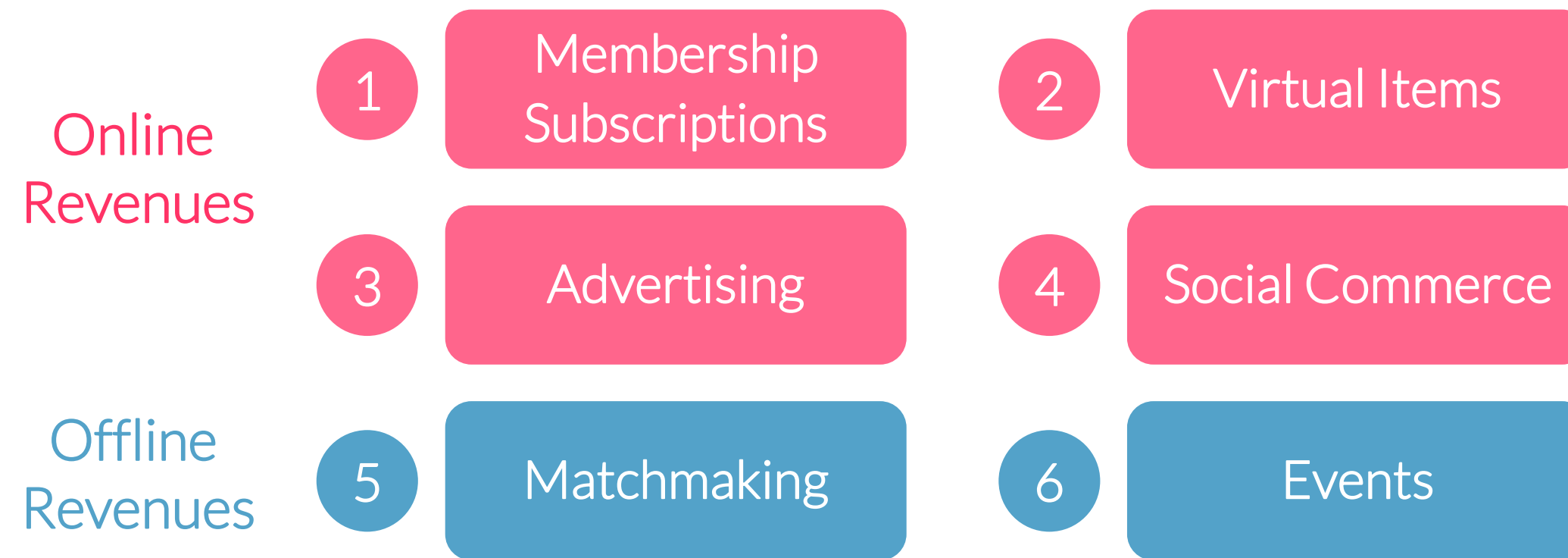
Globally Scalable Dating Platform

<sup>1</sup> Pro forma revenue based on DateTix Group audited financials plus Lovestruck unaudited internal company estimates and financials

<sup>2</sup> Combined results of DateTix and Lovestruck

# Scalable Business Model with Diverse Revenue Streams

Attractive and diverse monetisation model built on top of large & engaged user base



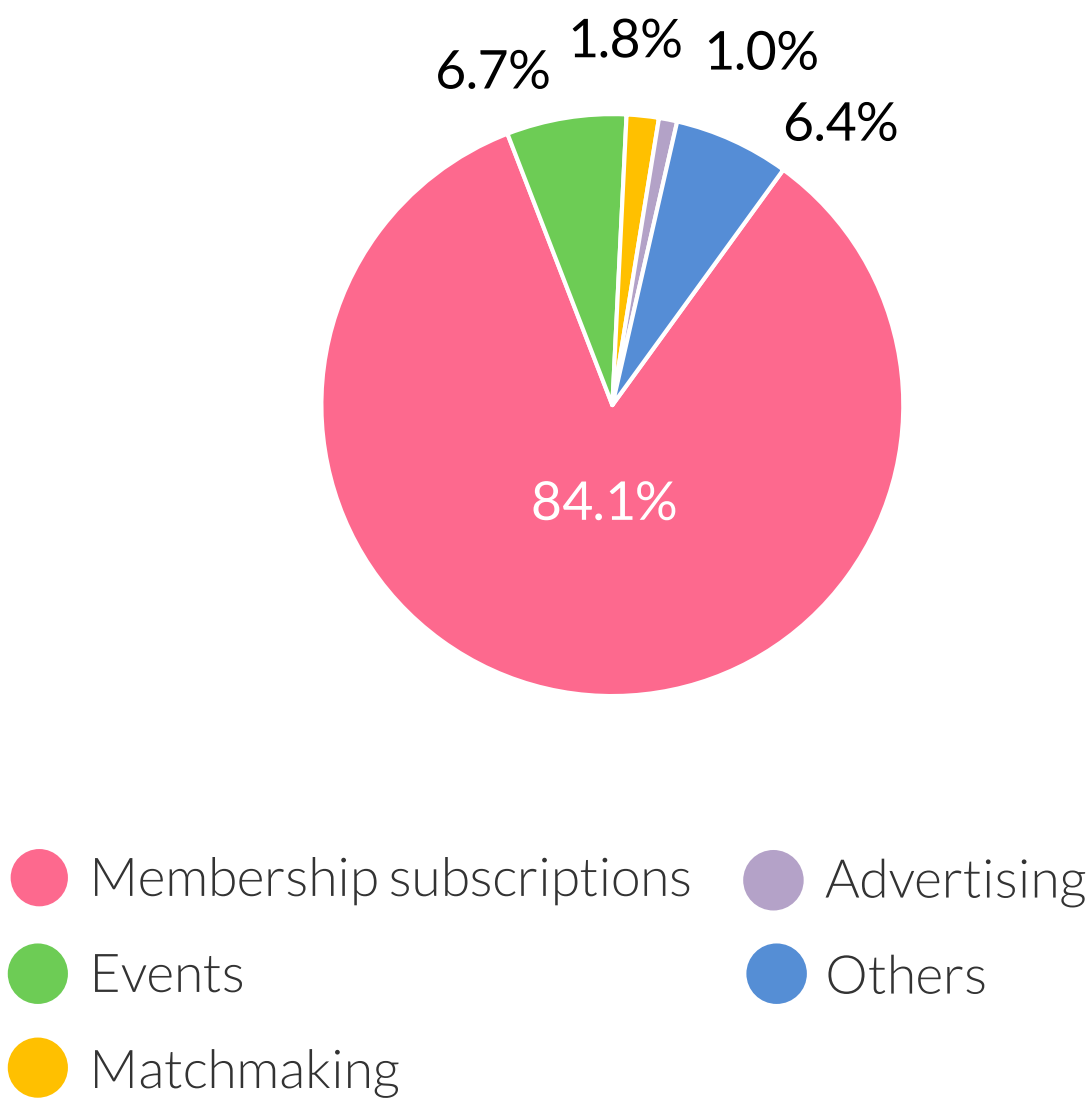
Large & Engaged User Base

Multiple Revenue Streams from Large & Engaged User Base

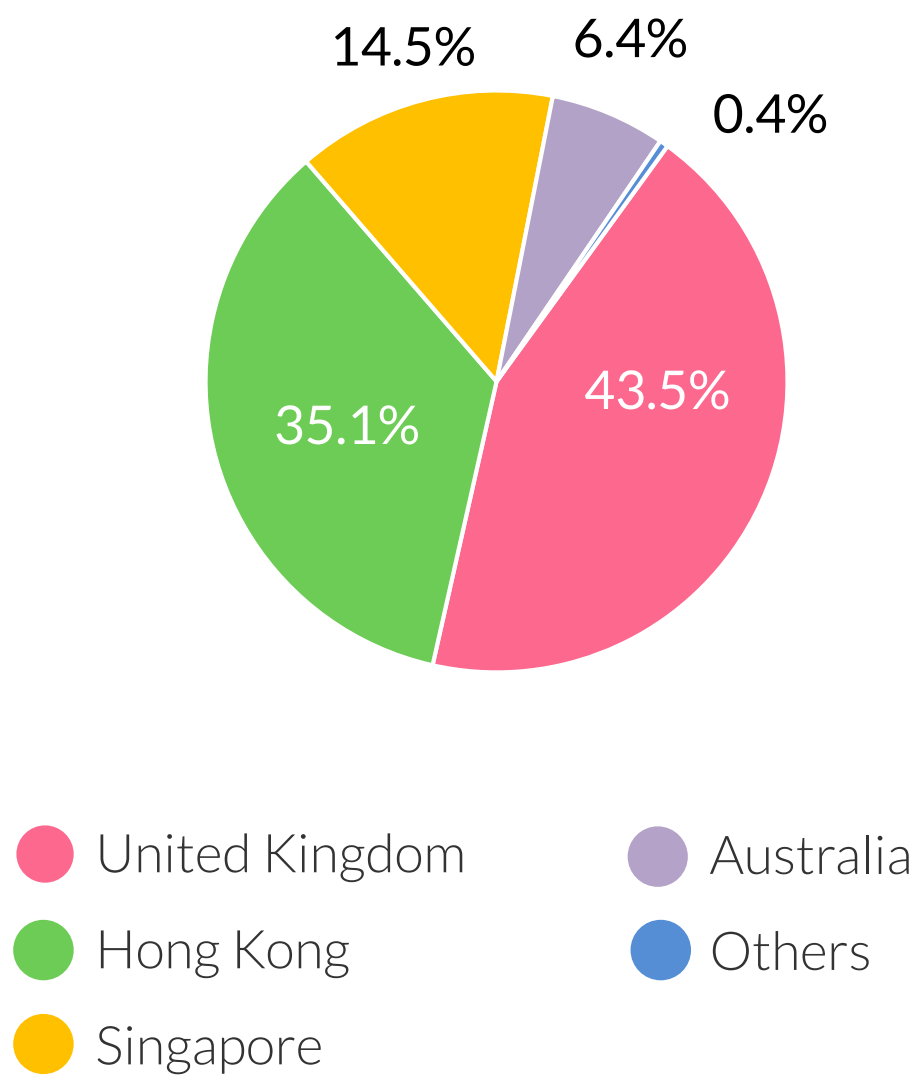
# Diversified Revenue Base Across International Markets

High revenue visibility from recurring membership subscriptions

FY16 revenue by product<sup>1</sup>



FY16 revenue by geography<sup>1</sup>



<sup>1</sup> Pro forma revenue based on DateTix Group audited financials plus Lovestruck unaudited internal company estimates and financials

# Asset-Light Software-Driven Business Model

Highly scalable software platform in place to support large growth in member base



Minimal variable costs and capex as member base expands



# Profitable and Scalable Customer Acquisition Channels

Multiple proven channels for profitable, repeatable and scalable user and customer acquisition



## Organic growth

- Word-of-mouth referrals from highly satisfied users
- Increases with local user density and brand awareness driven by network effects
- Most profitable acquisition channel



## Online marketing

- Social media (e.g. Facebook, Instagram, Twitter, WeChat, Weibo)
- Search-engine marketing (e.g. Google, Yahoo, Baidu)
- Key opinion leaders and influencers



## Offline marketing

- Train/tram/bus ads
- Television
- Billboards
- Campus promotions
- Social and singles events
- Publicity stunts

# Glowing Testimonials from Satisfied Customers

We have helped start many thousands of love stories across the world

Hazel & Michael



"I joined Lovestruck after moving to Hong Kong, when my friend recommended it as a great way to meet new people. I'd never been on a dating site, and little did I know that it would change my life forever. I first met my wife Hazel on Lovestruck when she winked at me. She seemed just my type, so we exchanged a few messages. After our first date, we started talking every day, and spending as much time together as we could. It wasn't long after that we moved in together..."

Polly & Rob



"We both joined Lovestruck after realising that meeting new people in London isn't easy! I spotted Rob on the first day I joined the site. He was exactly the type of guy I was looking for. We met for our first date at Gordon's wine bar and hit it off immediately. Rob proposed a month before our 3 year anniversary. He took me to the same wine bar where we met. However, knowing I'd be thinking that something might be on the cards, Rob waited until 6:30am the next day to propose!"

Vanessa & Matthew



"After a few months I spotted Matthew's profile — well actually my grandmother and my sister did when I showed them the site. We liked the photo of him looking rugged after climbing a mountain in Borneo and the fact he'd worked in Switzerland for six years, which is where I was brought up. We met for a sandwich near our offices for our first date. It felt really natural. Every time we met, we just talked and talked. When Matthew proposed, he got down on one knee in our favourite spot..."

Zara & Nigel



"After a few months on Lovestruck, we met each other and after a few dates we knew we'd found something special. After two months we were on our first holiday, and after five months we'd moved in together. A year later we bought our first home. Four years on, we have just had the most incredible holiday in Spain where we got married and cannot believe this incredible life journey all thanks to Lovestruck."



# Corporate Snapshot

## Capital structure (ASX:DTX)

Market capitalisation <sup>1</sup>	A\$12M
Shares on issue <sup>2</sup>	31.06M
Performance shares <sup>3</sup>	12.00M
Options <sup>4</sup>	3.10M
Cash balance as of 30 June 2016	A\$2.6M

## Board of directors

Anthony Harris – Non-Executive Chairman
Michael Ye – Founder & CEO
Leigh Kelson – Non-Executive Director
Claire Lin – Non-Executive Director

## Top shareholders

Mr Michael Ye – 14.6%
JM Financial Group – 12.6%
Gold Resources Ltd – 12.1%
Top 20 shareholders – 75.3%

Experienced management team with deep industry expertise and proven track record of growth



Michael Ye  
Founder and CEO



Brett Harding  
Lovestruck CEO



Andy Wong  
CTO



Wendy Hui  
CFO



Fenn Ho  
VP Matchmaking



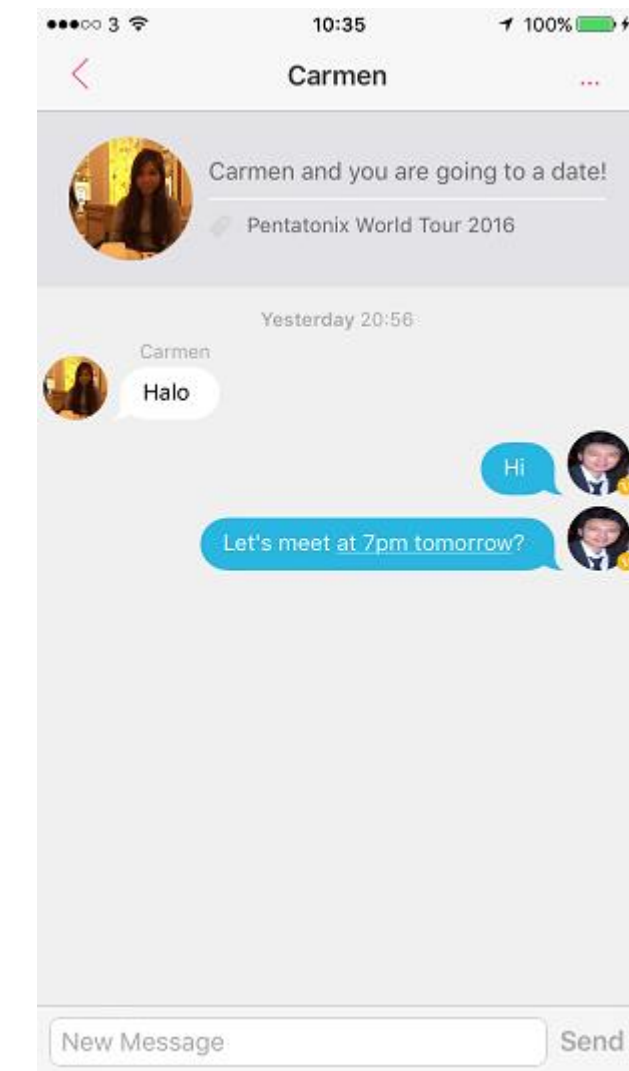
David Su  
VP, Business Development

30+ Years of Combined Experience in Internet and Online Dating Industry

1 As of market close on 7 October 2016  
2 Includes 12.5M shares escrowed until November 2017, 2M shares escrowed until July 2018  
3 Issuable in 3 equal tranches on achieving share prices of \$0.60,\$0.80,\$1.00 and specific revenue or download milestones  
4 1.70M at \$0.40 exp. Dec 2020 / 1.20M at \$0.84 exp. Jul 2019 / 0.20M at \$1.00 exp. Oct 2019

# DateTix – Location-Based Social Platform

Mobile social platform to meet new people nearby for local date activities



## 1 Choose date activity

Select an interesting date activity near you

## 2 Invite people

Invite people who you like to meet for the date activity

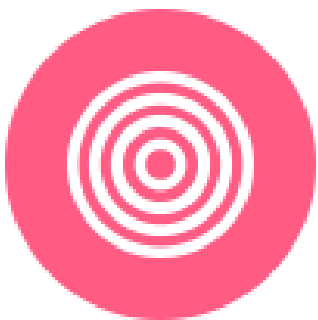
## 3 Confirm date

Chat with your matches to confirm your date

# Attractive Mobile-First Millennials User Base

Younger millennials user base seeking casual dating and friendship

## Who uses DateTix?



26yo

Median age



87%

Under age 35



58%

Male

## Why use DateTix?



Casual dating



Friendship



Serious relationship



Anything



Others

## Date Types



Meal



Drinks



Events

## Top Platforms



67%

iPhone users



33%

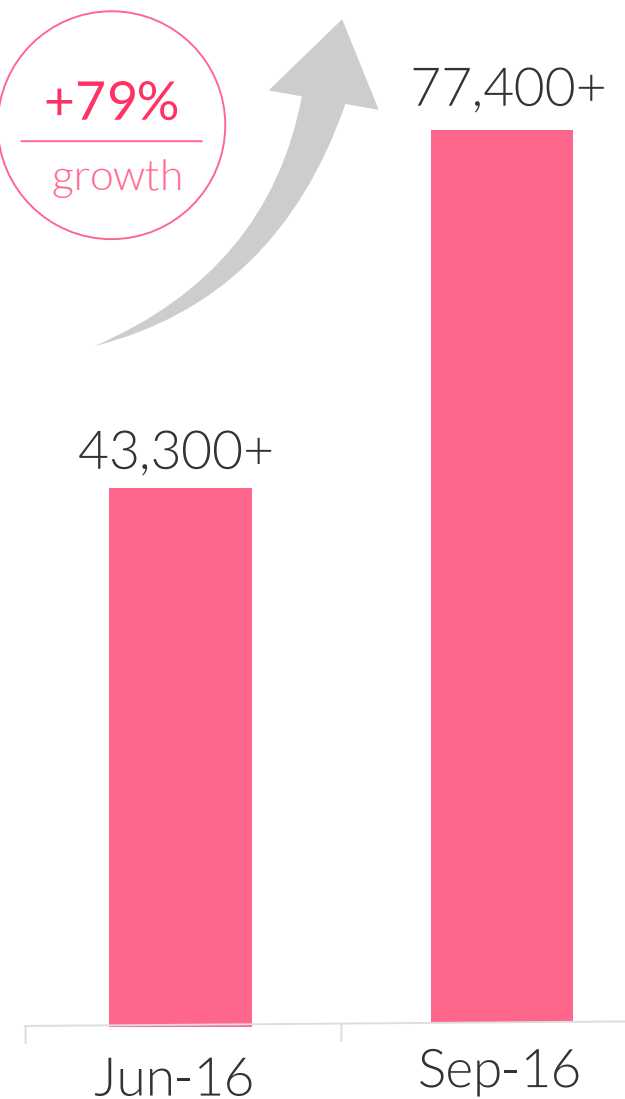
Android users

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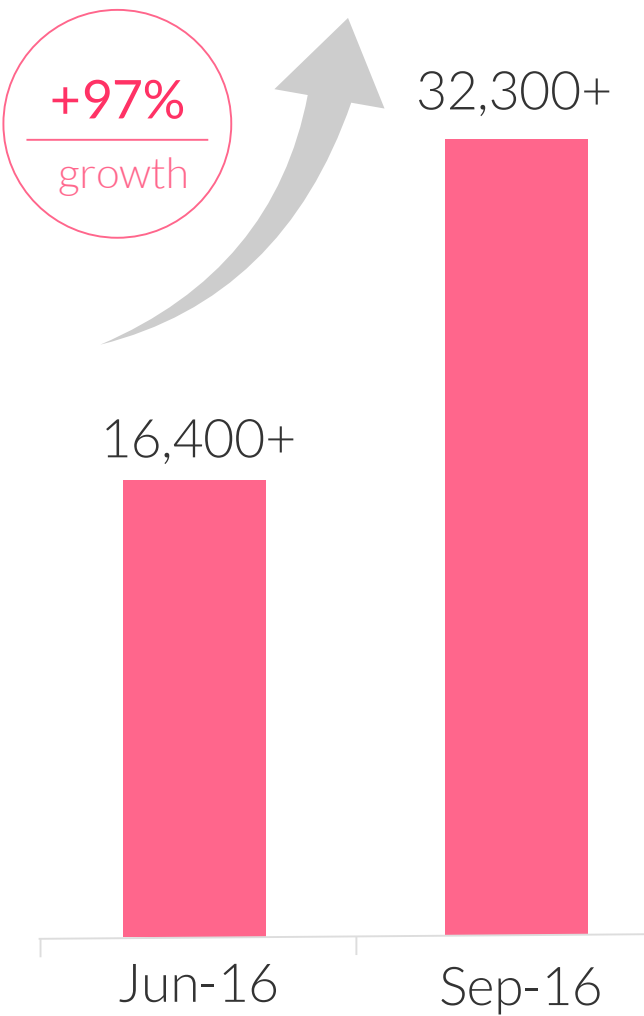
# Exceptional Growth Momentum

The DateTix app has seen strong user growth momentum since launch in February 2016

Registered users



Monthly active users



Proven user traction with strong growth momentum

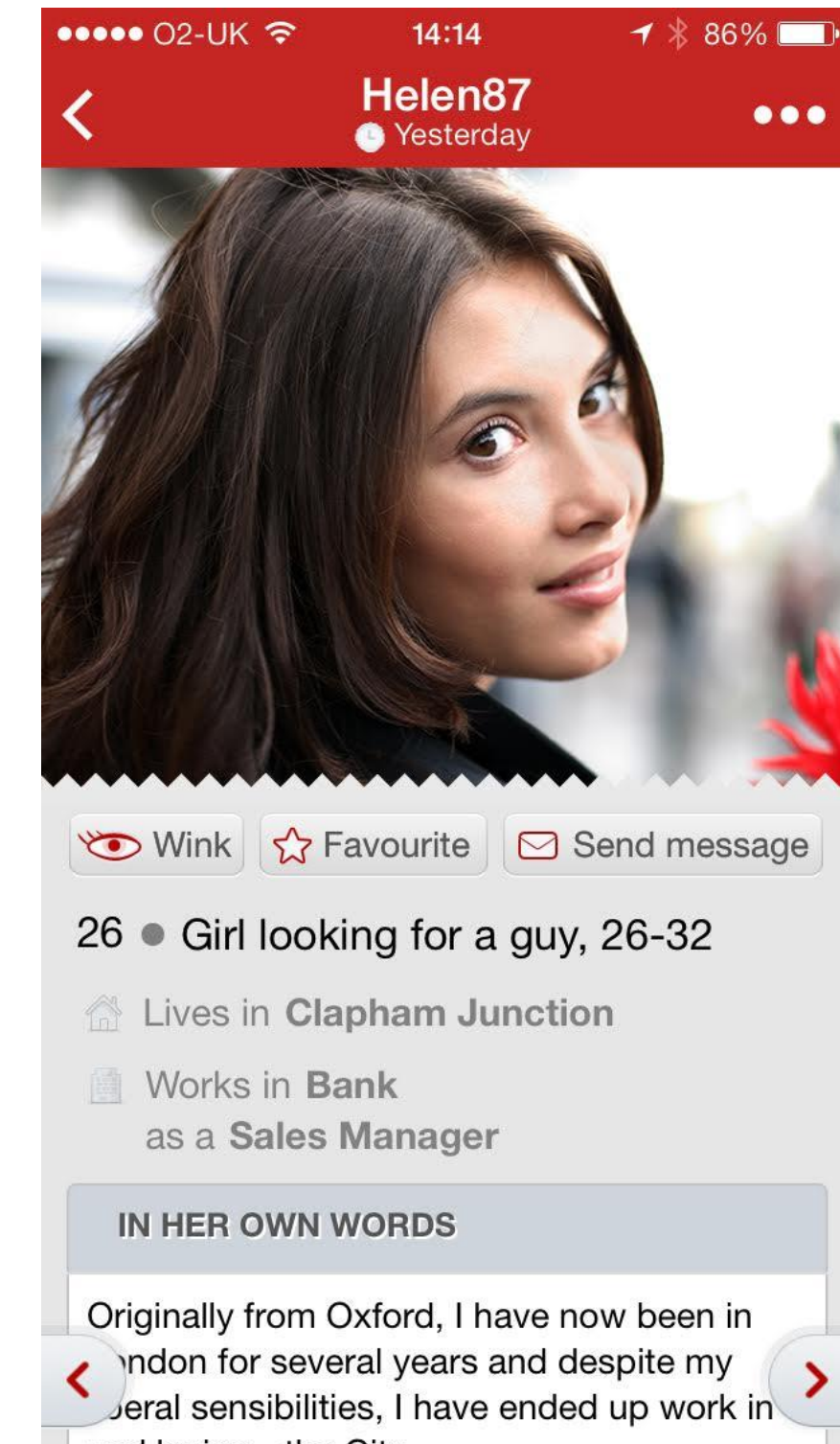
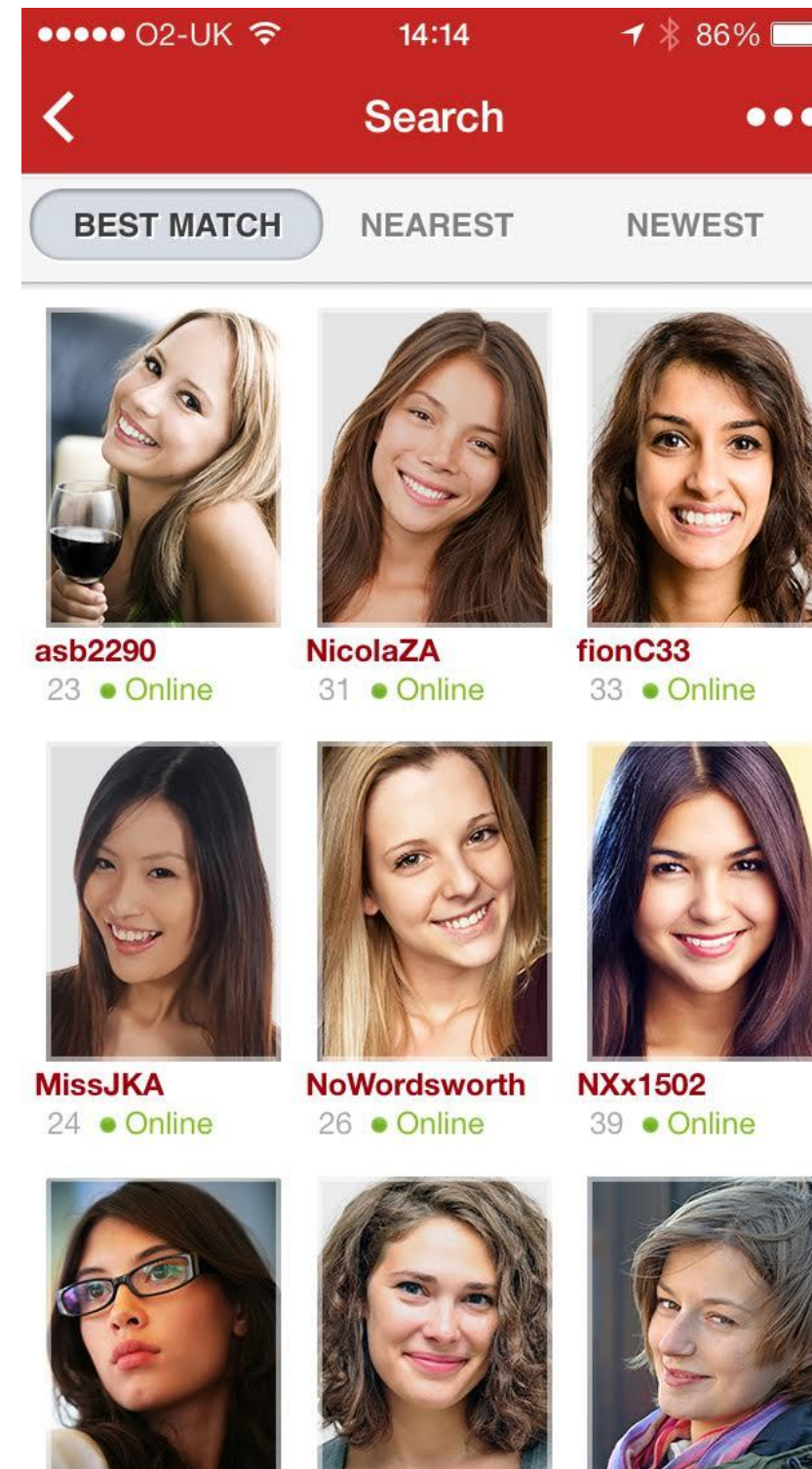
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# Lovestruck – Premium Online Dating Platform

Premium online dating platform for serious relationships and marriage

- Scalable world-class software platform
  - Full multilingual engine
  - Expandable and adaptable globally
- Device-agnostic: 4 platforms
  - iOS app
  - Android app
  - Website
  - Mobile website
- Mobile dating pioneers
  - Over 700,000 downloads
  - 25%+ of revenues from mobile
  - “Mobile First” strategy



# High Income Urban Professionals Demographic

Highly educated and affluent user base seeking serious relationships

## Who uses Lovestruck?



34yo

Median age



45%

Over age 35



60%

Male



A\$60k/yr

Average annual income



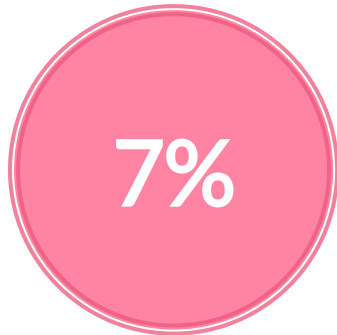
73%

College or above education level

## Where do they work?



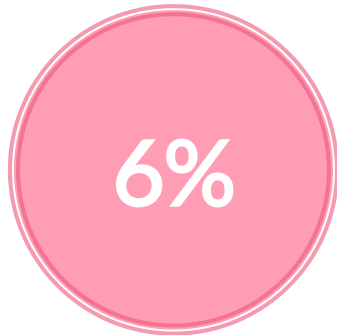
Banking and financial



IT and e-commerce



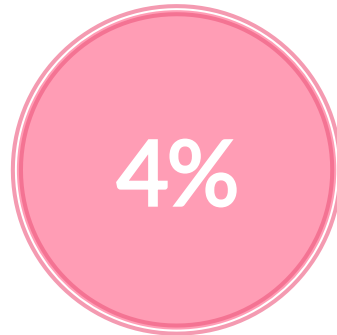
Art, design and fashion



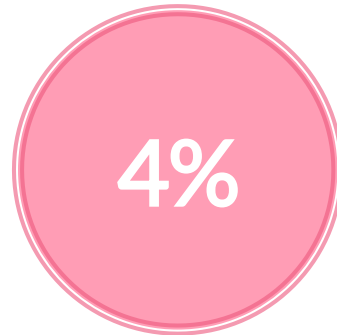
Engineering



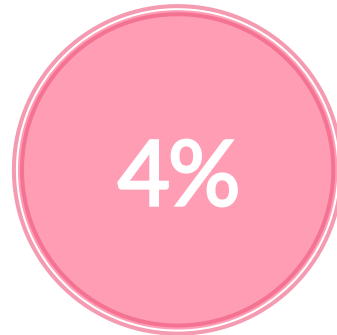
Healthcare



Public sector



Marketing and PR



Business administration

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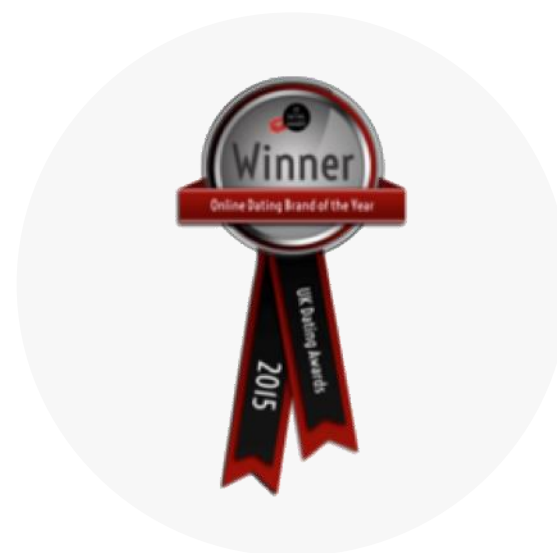


# Trusted and Highly Reputable Dating Brand

Multi award-winning and trusted dating brand with a tier-one URL domain name

Leading reputation in the industry – Winner ‘Online Dating Brand of the Year’ 2015/16

Lovestruck (Winner)



- Match.com (Highly Commended)
- Guardian Soulmates (Highly Commended)
- The Inner Circle
- Christian Connection
- My Single Friend



## Excellent reputation outside of the industry

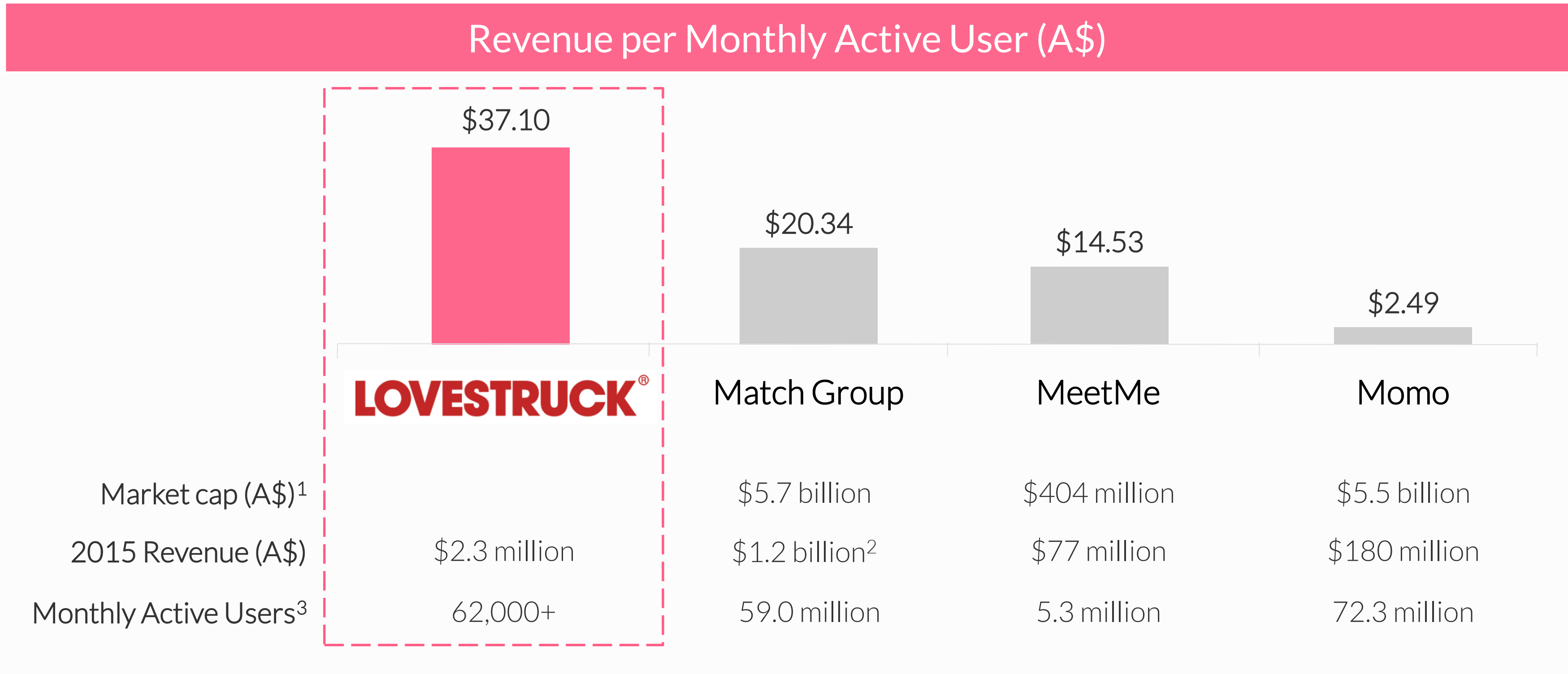
9<sup>th</sup> Fastest Growing Tech Company, Deloitte Fast 50 2014

City AM Leap 100 Member 2015

Santander Breakthrough 50 Member 2014

# Premium Brand Positioning with High ARPU

Lovestruck is a premium, aspirational brand that commands high subscription price points



<sup>1</sup> As of market close on 7 October 2016

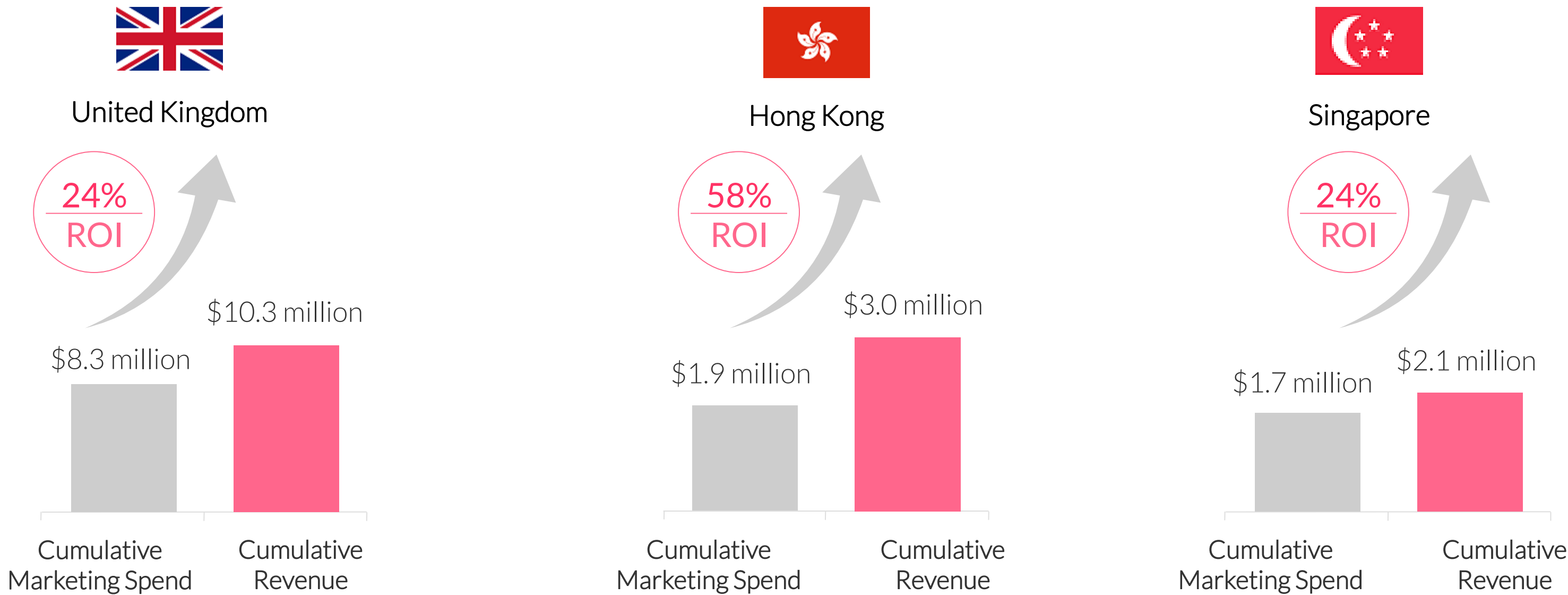
<sup>2</sup> Revenue for Match Group is Total Dating Revenue and excludes non-dating related revenue

<sup>3</sup> Monthly Active Users for Lovestruck is for September 2016, Match Group is for quarter ended 30 Sep 2015, Momo is for Mar 2016, MeetMe is for Mar 2016

# Highly Profitable and Attractive Unit Economics

Proven profitable ROI in paying subscriber acquisition driven by award-winning marketing

## ROI on Marketing Spend (A\$)<sup>1</sup>



Ready to Accelerate Paying Subscriber Growth via ROI-Driven Marketing

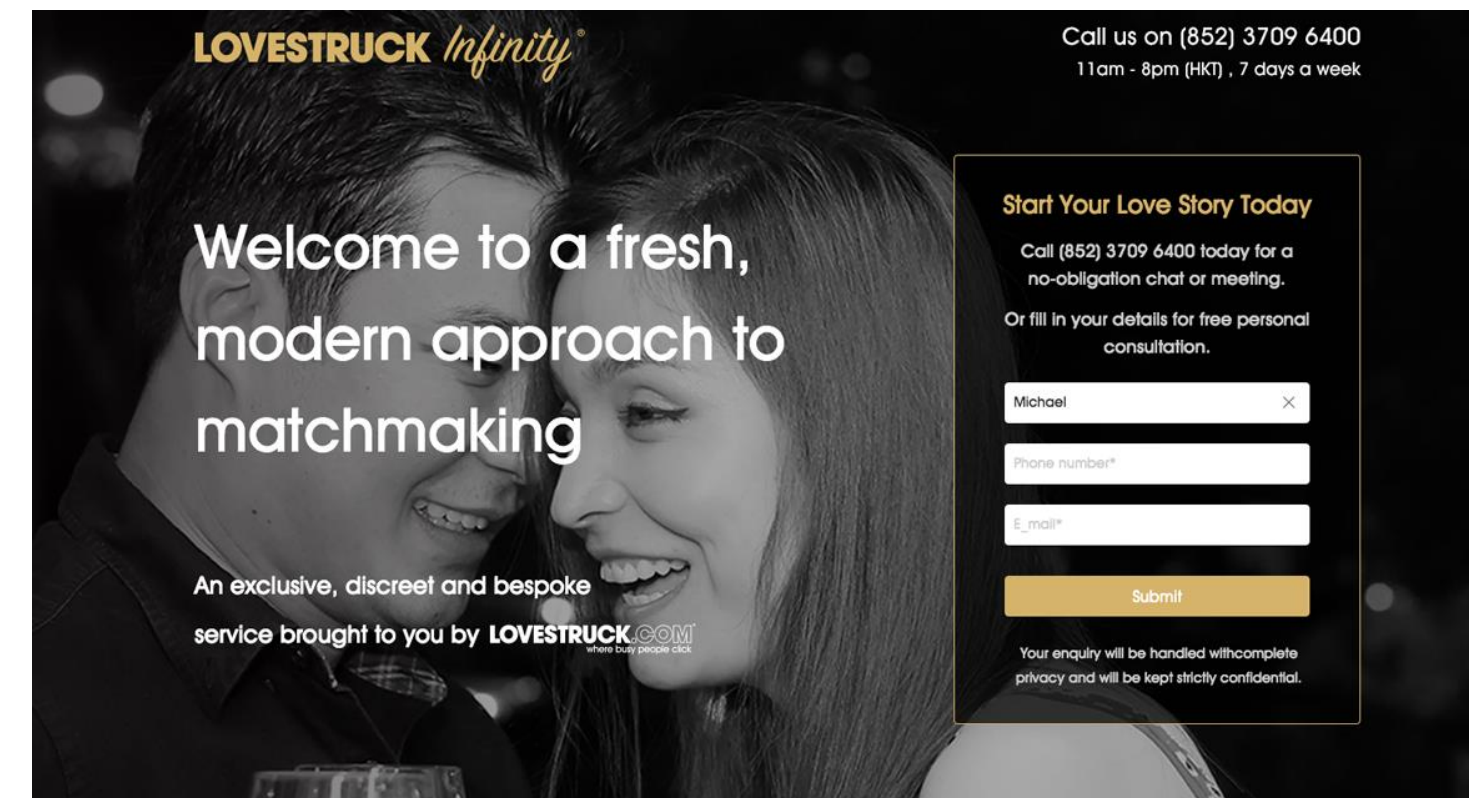
<sup>1</sup> Based on Lovestruck unaudited internal company estimates and financials since January 2010

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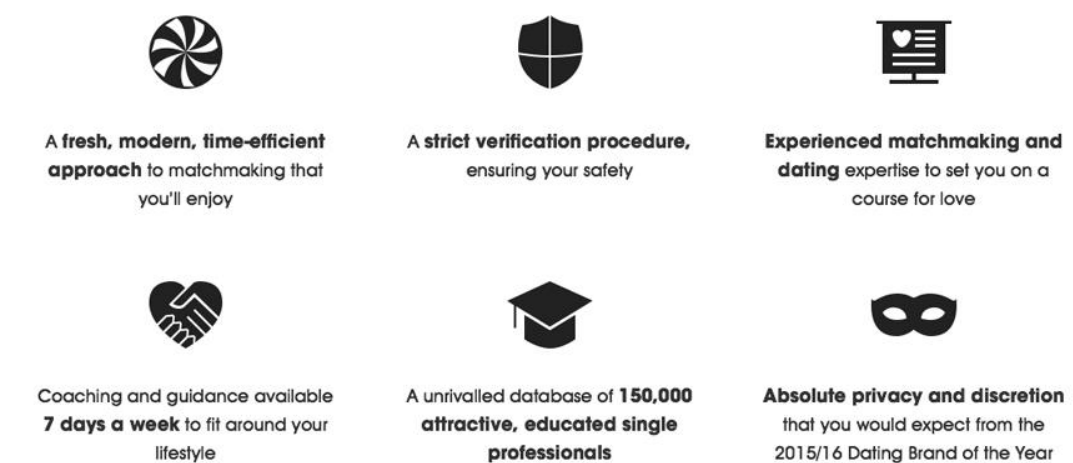
# Lovestruck Infinity – Premium Matchmaking Services

High-end personalised matchmaking and matrimonial services

- Service packages typically priced from A\$2,000-3,000
  - Guaranteed number of handpicked dates
  - Personal matchmaker to understand client requirements
  - Highly personalised and curated experience
- Currently operating in Shenzhen, China and Hong Kong
  - Experienced sales team leverages large online user base from DateTix and Lovestruck to upsell Lovestruck Infinity
- China matchmaking market represents enormous potential
  - Expected to grow to A\$1.3 billion in 2016
  - Accounts for 67% of total China dating services market<sup>1</sup>



## WHY LOVESTRUCK INFINITY IS RIGHT FOR YOU





# Traditional Matchmaking Still Thrives in Asia

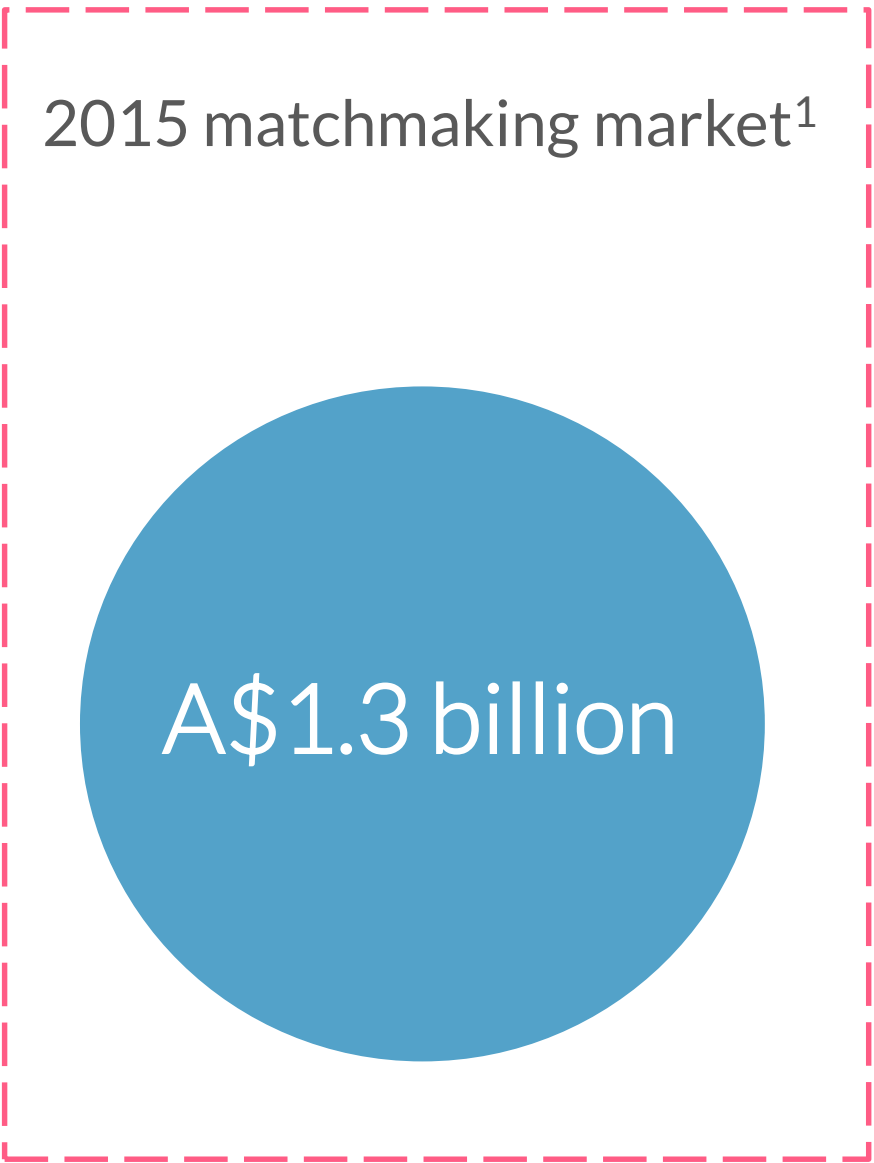
Dating services market in Asia is dominated by traditional matchmaking



2015 online dating market<sup>1</sup>



2015 matchmaking market<sup>1</sup>



2015 online dating market<sup>2</sup>



2015 matchmaking market<sup>2</sup>

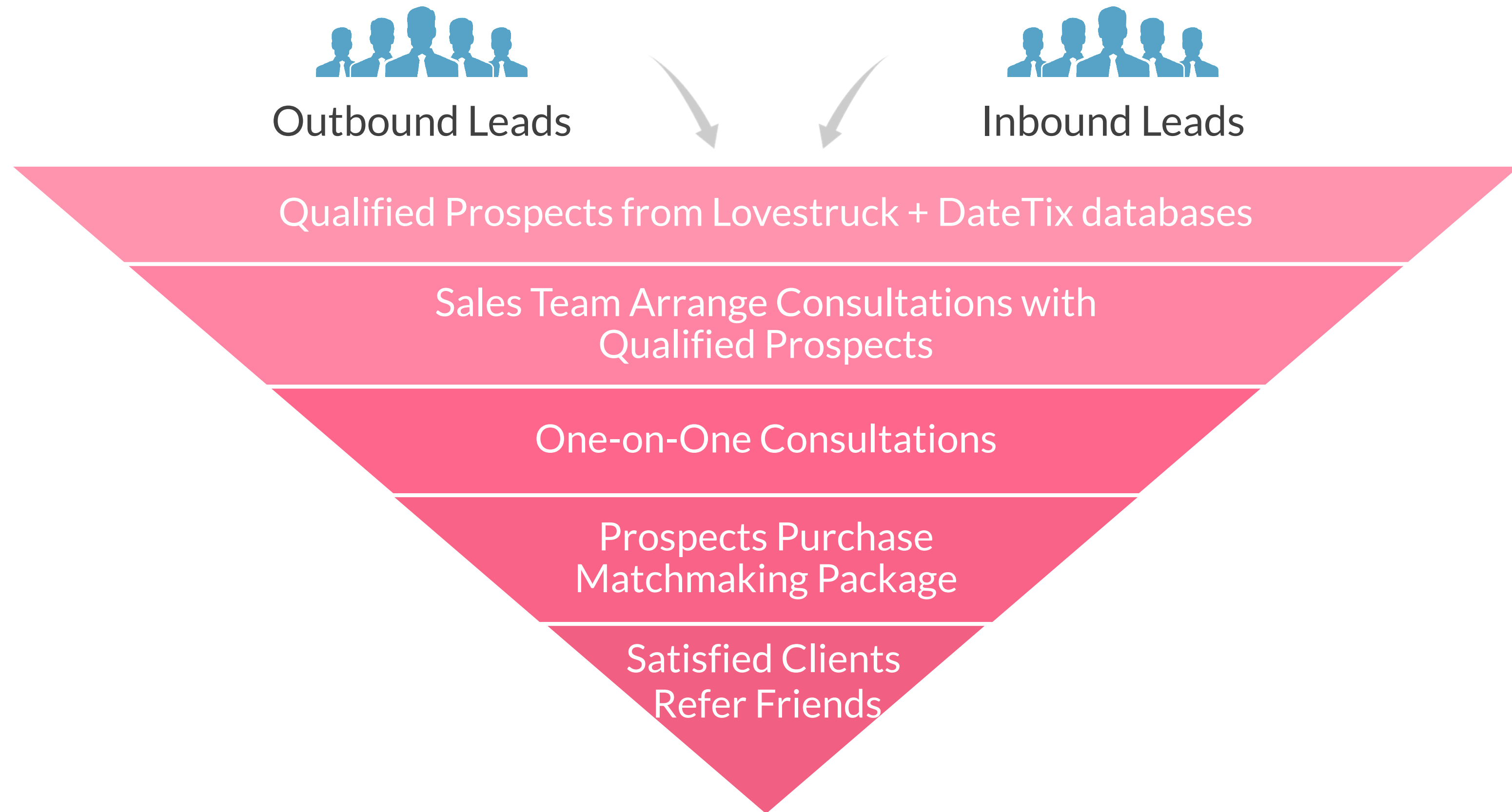


<sup>1</sup> iResearch, 2015  
<sup>2</sup> IBIS World

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# Substantial Synergies with Online Platforms

Lucrative opportunities to upsell premium matchmaking services to Lovestruck and DateTix user base



# Growth Strategy

Multiple growth drivers underpinning long-term growth

- 1 Growing active user base in existing markets
- 2 Geographic expansion into new markets
- 3 Increasing user-to-paying user conversion rates
- 4 Increasing average lifetime revenue per user
- 5 Pursue M&A and strategic partnerships



# Geographic Expansion Roadmap

Replicate business model and marketing playbook to expand into major markets globally

2016-17

Asia-Pacific and United Kingdom

Australia

China

Hong Kong

India

Indonesia

Japan


Malaysia

Singapore

South Korea

Taiwan

United Kingdom





2018

North America

Canada

United States



2019

Rest of world

Argentina

Brazil

France

Germany

Italy

Mexico

Russia

Spain





Software-Driven Business Model Enables Rapid Global Scalability

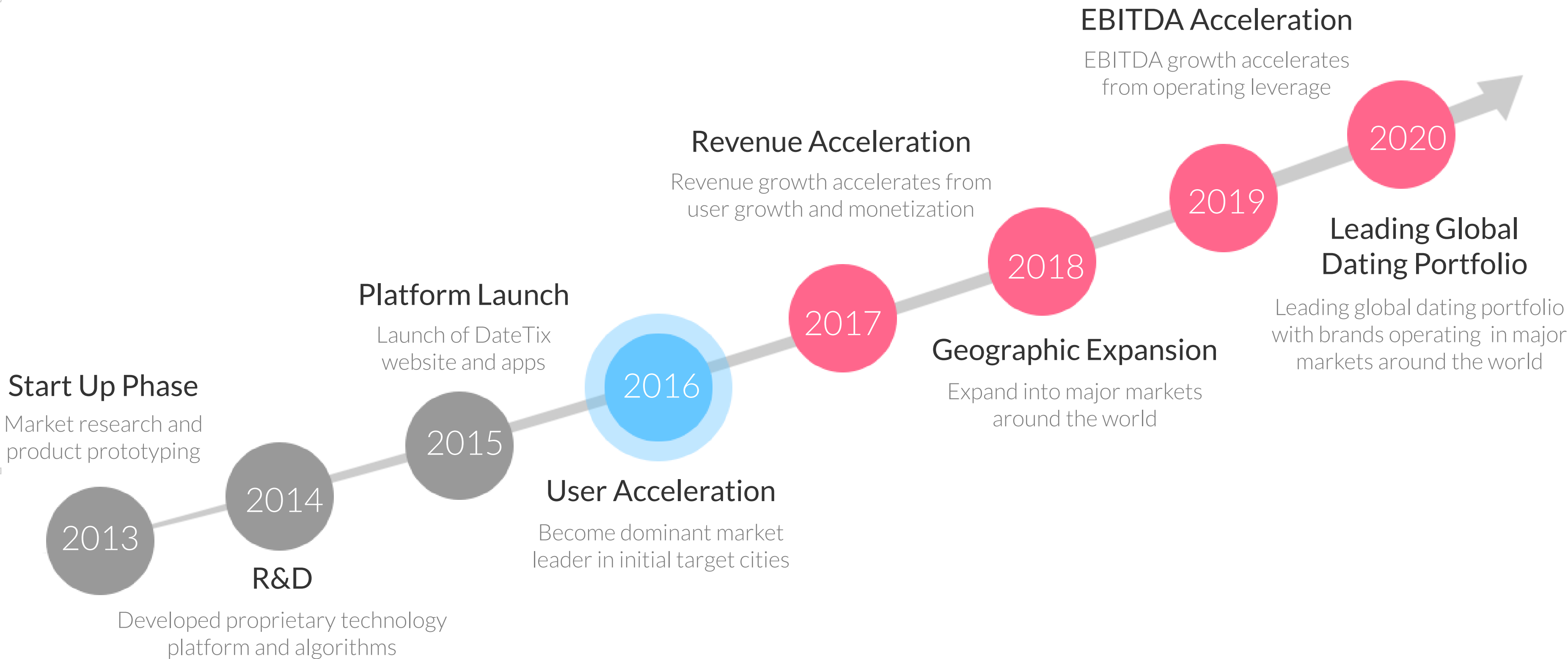
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# Our Vision and Roadmap

Our vision: to build a leading global portfolio of dating brands

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# Six Reasons to Invest in DateTix Group

DateTix Group offer multiple compelling investment characteristics



Large and growing  
addressable market



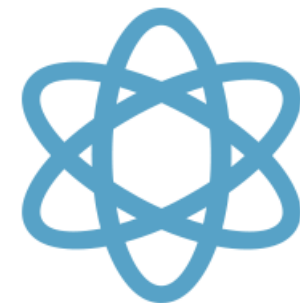
Highly scalable across  
multiple markets



High profit margins as  
business scales



Diverse revenue  
models



Defensible businesses  
with network effects



Multiple exit options

Global Portfolio of Dating Assets Led by Experienced Management Team



“Join us to build a leading  
global dating portfolio”

Thank you!