COLUMNIA LATINAMA LATINA



Company Update
LatAm Autos (ASX: LAA)
APRIL 2017

LatAm Autos - Unlocking car purchasing value chain



The leading Latin American online auto-classifieds and content platform with a core focus on Mexico, Ecuador and Peru

Key portfolio statistics



Revenue: A\$8.2 million (2016)

+23%1



Listings: ~191,000

+8%²



Monthly leads: 145,800

+12%2



Monthly sessions: 9.1 million

+32%2



Dealers: 3.1k using LAA's platforms

+22%2



Total email subscribers: 1.6 million



Social media: 660k followers

Focus markets



Monthly web traffic (million visits, similarweb.com)





Source: SimilarWeb (February 2017), World Bank Note:

- Revenue growth compared to 2015 full year. Average local currency growth of 46% (ex. Panama)
- Year-on-year growth as at 31 December 2016

Operational and corporate update



LatAm Autos has experienced 5 months of significant operational and corporate activity

NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
2016	2016	2017	2017	2017	2017
		0		 0	

Nov – Dec:

LatAm Autos assesses a number of strategic and funding opportunities

Rothschild appointed as corporate advisor to consider strategic options for the company

Decision made to proceed with capital raising that was expected to fund the business to cashflow breakeven

■ 31 Jan – 1 Feb:

Trading halt to conduct capital raising

2 Feb:

1 Feb:

Enters voluntary suspension to consider capital raising options including a strategic review by Rothschild

Approaches received

from additional third

parties in relation to an

acquisition of parts of

LatAm Autos' business

■ 16 Mar – 7 Apr:

Strong level of strategic interest in the Company under various transaction structures

The Board of LatAm Autos has determined that none of the proposals received were in the best interests of all shareholders

Completion of internal strategic review, which concluded to focus on Mexico and Ecuador and seek alternative funding through to breakeven on this basis

Funding to breakeven secured through fully underwritten A\$10m secured convertible note

Rothschild retained as corporate advisor to assess ongoing strategic opportunities

Update on strategic priorities



LatAm Autos has updated its strategic priorities to focus on monetising its Mexico, Ecuador and Peru business units while reducing expenditure across the Argentina and Panama units in the short term

Funding secured (slide 5)

Funding secured through the fully underwritten A\$10m convertible note issuance to provide a bridge to cash flow breakeven

- A\$10m convertible note issuance fully underwritten by two Directors of LatAm Autos¹
- Convertible presents a non-dilutionary funding mechanism due to the limit of potential shares issued
- 2 Cost optimisation (slides 6)

Prudent marketing expenditure focused on growing new revenue streams in Mexico and Ecuador

- Peru to be maintained at cash flow breakeven in 2017 and Argentina and Panama expenditure reduced to minimal levels with closure of local offices
- Increase market
 focus
 (slides 7-10)

Clear focus on driving the best performing markets in 2017; Mexico, Ecuador and Peru

- LatAm Autos is optimising its investment strategy to enhance ROI on the best performing markets and products
- Focus in 2017 to maximise the growth in traditional and new revenue streams from MotorCredit and CarSync
- New revenue streams (slides 11)

New revenue streams present a strong opportunity for LatAm Autos to generate significant shareholder value

- Continued uptake in new transaction-related revenue streams expected to overtake traditional revenue streams in 2018
- Initial operational results from the MotorCredit and CarSync product launches have exceeded internal management expectations, with strong growth expected in 1H 2017

Outlook (slide 12)

Successful execution of strategic priorities will drive LatAm Autos to breakeven in 2018

- Company wide cash flow breakeven expected by Q3 2018
- Initial reduction in revenues due to secondary focus markets of Argentina and Panama

Note:

Capital raising overview



Commitments received to raise A\$10m via a fully underwritten convertible note that remains subject to shareholder approval

Convertible notes

- A\$10m to be raised through a convertible note offering to a consortium of investors (the proposed "Noteholders")
- Two LatAm Autos' Directors, Michael Fitzpatrick and Simon Clausen, have provided commitments to fully underwrite the offer
- Key terms for the convertibles notes:
 - 3 year term (non-callable by Noteholders until maturity)
 - 8% p.a. interest rate paid quarterly or capitalised
 - Conversion price of A\$0.16¹
- The convertible notes are secured over LatAm Autos' Mexican and Ecuadorian wholly owned subsidiaries
- The convertible notes can be repaid anytime by LatAm Autos
 - The Noteholders can elect to receive the money owing in either cash or ordinary shares in LatAm Autos based on the conversion price of A\$0.16¹
 - Conversion into ordinary shares will be subject to all requisite regulatory and shareholder approvals

Shareholder approval

Convertible note offering remains subject to shareholder approval at an EGM to be scheduled shortly

Note

¹ Subject to terms of convertible note that allow for adjustment to conversion price in event of capital reorganisations/reconstructions or certain prescribed security issues

Operating costs reduced to focus new revenue streams

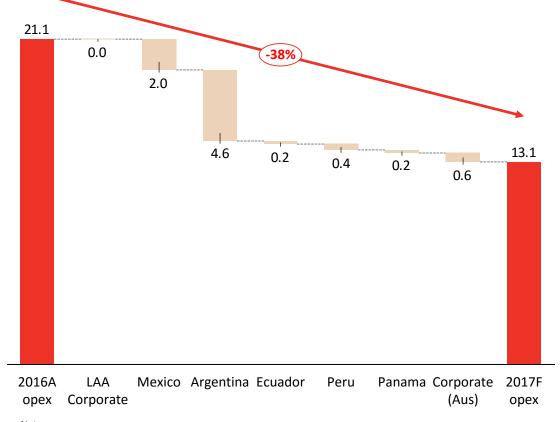


Marketing efforts are being concentrated in high performing markets and most profitable channels (Mexico and Ecuador)

Strategy for cost optimisation

- 2017 marketing budget has been reduced in line with the new strategic priorities to c. A\$3m
 - Total reduction in marketing of A\$5m compared to FY16
 - Mainly due to lower CPL/CPS in 2017 combined with closure of Argentina and Panama offices, as well as focus on profitable and measurable marketing channels
- Given the reduction in marketing spend is driven by significant efficiency gains in online marketing, continued strong revenue growth in our core markets of Mexico and Ecuador is not expected to be affected
- Personnel costs expected to be reduced by c. A\$1.5m in 2017
 - Total headcount reduced from 196 to approximately 140 by the end of 2017
 - Senior management remuneration reduced by 25%
- Very focused in growing new revenue streams in Mexico and Ecuador
 - Peru expected to progress on cash flow breakeven in 2017 with upside to expand in 2018
- Motorbit (content site and magazine) will remain operational in Mexico and Ecuador

Forecast operating cost savings (A\$m)¹



1 Excluding any extraordinary items

Focus on best performing markets in 2017



Clear focus on driving the best performing markets, Mexico, Ecuador and Peru, towards cash flow

breakeven across 2017 Car certification **MOTOR**Credit nsurance Annual 2016 Annual Total growth growth A\$ Local ccy Revenue New revenue streams (%) **2017 focus** (A\$m) (%) Outlook (expected launch) Largest market opportunity in LatAm July April April July Mexico 2.1 45% 62% 2017 2017 2017 Rolling out CarSync & MotorCredit Already cash flow positive May **Ecuador** 2.4 32% 29% 2017 2017 Strongest historical performer Expected to run as cash flow breakeven 0.6 31% Peru 31% Traditional revenues only Option to increase focus in 2018 Close local office by April 2017 **Argentina** 2.7 8% 61% Traditional revenues only Maintain organic revenues Close local office by April 2017 22% 19% **Panama** 0.1 Traditional revenues only Maintain organic revenues

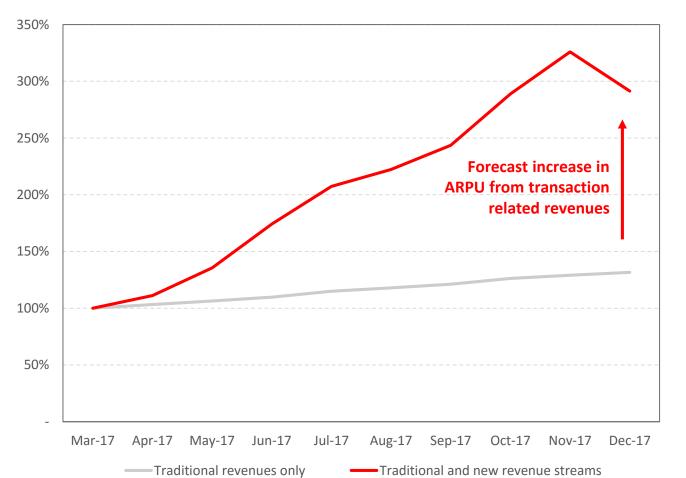
Strategic priorities for LatAm Autos across 2017

Transaction-focused revenue model

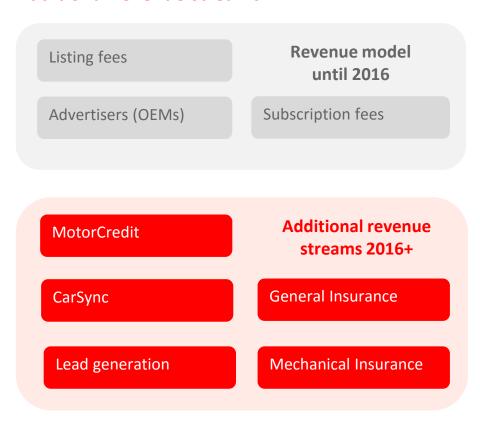


New transaction related revenue streams expected to significantly boost dealer Average Revenue Per User ("ARPU")

Forecast dealer ARPU (rebased to 100%, Mexico)



Additional revenue streams



Mexico: trading update

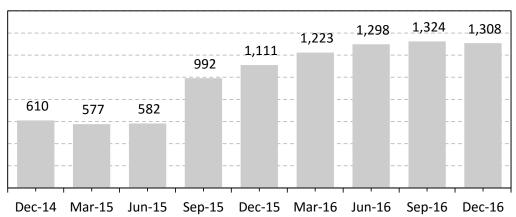


Seminuevos was LatAm Autos' strongest performer in 2016 demonstrating significant growth in revenue, brand and user engagement

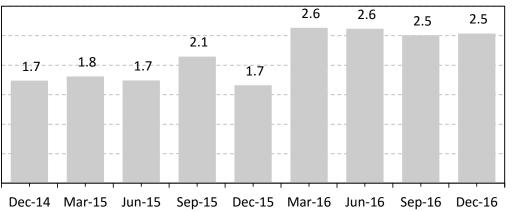
Overview

- 100%-owned Mexican website, Seminuevos (<u>www.seminuevos.com</u>), remains the #1 auto classifieds website in Mexico
 - Current client network of c.1,300 car dealers (48% of total dealers in Mexico)
 - Only national dedicated online auto classifieds site with on the ground operations in six Mexican cities
 - 21 Original Equipment Manufacturers ("OEMs") are advertising clients
- Seminuevos was the LatAm Autos' strongest performer in 2016 demonstrating significant growth in brand and user engagement
 - 62% revenue growth compared to pcp
 - Significant momentum through the end of the year
 - Monthly leads on the Seminuevos platform increased 182% versus pcp as of 31 January 2017
- Revenue momentum is expected to continue in 2017 with the release of MotorCredit into the Mexican market in April 2017
- Seminuevos remains a key immediate growth opportunity for LatAm Autos due to the operational traction and the scale of the market opportunity
 - Mexico has an estimated population of 127m
 - Internet penetration growth rates quadrupled in the past 3 years

Dealers using platform (000's)



Monthly sessions (m)



Ecuador: trading update

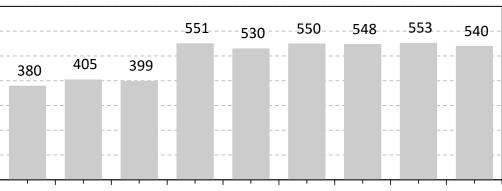


LatAm Autos continues to benefit from clear market leadership in Ecuador and the successful roll-out of the new revenue streams in 4Q 2016

Overview

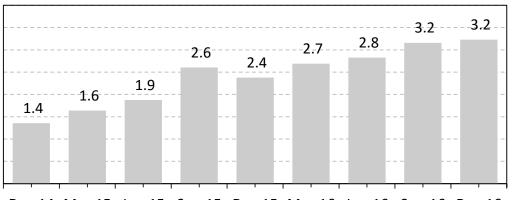
- 100%-owned platform Patiotuerca (www.patiotuerca.com) is the #1 online auto classifieds website in Ecuador by a wide margin
 - Founded in 2004 by Jacobo Moreno (CTO) and Jorge Mejia Ribadeneira (LatAm Autos Managing Director)
 - Currently has >50x the web traffic to its closest competitor, www.patiodeautos.com
- Two important new related revenue streams were launched in 4Q 2016
 - MotorCredit launched in November 2016 and so far received over 1,000 completed applications
 - CarSync launched in December 2016 and has received over 5,000 leads
- Unlocking additional revenue streams across the car purchasing value chain is a clear focus for LatAm Autos given its significant monetisation opportunity
- 2016 saw significant growth in brand and user engagement even with our dominant market position
 - Monthly leads from car buyers to car sellers through Patiotuerca have increased 57% versus pcp (as at 31 January 2017)

Dealers using platform (000's)



Dec-14 Mar-15 Jun-15 Sep-15 Dec-15 Mar-16 Jun-16 Sep-16 Dec-16

Monthly sessions (m)



Dec-14 Mar-15 Jun-15 Sep-15 Dec-15 Mar-16 Jun-16 Sep-16 Dec-16 10

Update on recently launched new revenue streams



Initial operational results from the MotorCredit and CarSync product launches have exceeded internal management expectations, with strong growth expected in 1H 2017



Proprietary auto finance product developed by LatAm Autos specifically for Latin America

Capitalise on market leading dealer network

Market opportunity (company estimates)

Roll-out schedule

Current traction

2017 focus

Mexico: April 2017 (underway)

Ecuador: December 2016 (complete)

Mexico: 4.5m used cars sold annually

Ecuador: 180k used cars sold annually

Successful launch in Ecuador sets foundation for Mexico roll-out

- Little or no competition in used car market
- Very high ROI from dealers and private listings
- Leverages existing LatAm network of dealers and traffic to its sites
- Immediate growth opportunity for MotorCredit in Mexico and Ecuador
 - 67% of new car sales in Mexico are financed
 - 50% of new car sales in Ecuador are financed
- Conversion rates in February were 5x higher than in December

ecarsync

Electronic device installed in vehicles which allows realtime tracking of location and other data services

Capitalise on market leading dealer network, website traffic and listings

Mexico: April 2017 (underway)

Ecuador: November 2016 (complete)

Mexico: 35.8m used cars Ecuador: 2.2m used cars

- Close to 100% take up with MotorCredit customers in Ecuador
- Initial launch in Ecuador has resulted in a strong understanding of marketing spend and expected uptake, decreasing risk of entry into Mexico
- Over 4,000 leads have been generated for CarSync installations since release in Ecuador
 - Conversion rates in January are three times higher than in December

Financial outlook – funded through to breakeven



Increased focus on new revenue streams and prudent cost management would result in cash flow breakeven in 2018

	FY2016	FY2017 (forecast)	FY2018 (forecast)	
Traditional revenue streams	A\$8.2m	+	1	 Initial forecast decline in FY2017 due to closure of Argentina and Panama operations
				 Increase in traditional revenue streams in FY2017/18
New revenue streams	A\$0.0m	•	1	 Increase in FY2017 and FY2018 forecasted based on observed uptake of MotorCredit and CarSync in Ecuador and applied to Mexico
Total operating costs	A\$21.4m	+ +	→	 Total operating cost decreases to a significantly lowe steady state of with the closure of the Panama and Argentina local offices and reduced marketing spend

- Outlook to cash flow breakeven
- Re-focused investment strategy expected to drive LatAm Autos to company wide cash flow breakeven by Q3 2018
- New revenue streams in Mexico are fundamental to the business plan and have been forecast using actual conversion rates experienced in Ecuador

Investment highlights



- The leading dedicated online auto-classifieds and content platform in Latin America (ex Brazil)
- Average revenue growth of 46% in local currency terms (FY16 vs FY15, ex Panama) with expected accelerating path to profitability
- Focus on new, transactional revenue streams is highly complementary and allows LatAm Autos to capture revenues across the value chain
- Highly credentialed and well aligned Board and management team (shareholding of c. 43%)
- Investment has been made in scalable technology platform so marginal revenue expected to be increasingly profitable and generate strong operating leverage
- Increasing internet penetration and regional GDP per capita growth underpin rapid growth of the
 Latin American auto-classifieds industry
- Significant opportunity in Mexico, Ecuador and Peru with a population over 7x that of Australia



Related revenue stream: MotorCredit

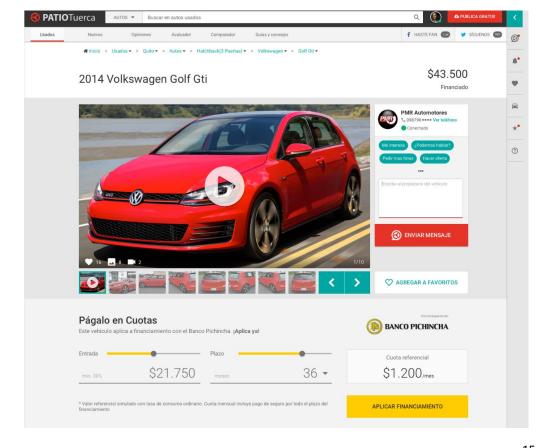


MotorCredit is a proprietary financing platform created by LatAm Autos for Latin American customers and provides an opportunity to capitalise on the rapid growth of car financings in the region

Overview

- Auto finance product launched with Ecuador's largest bank, Banco Pichincha
- Developed specifically for Latin America
- Launching in three phases: Ecuador and Mexico, following by Peru followed by Argentina and Panama
 - Product will launch in Mexico in partnership with leading financial institutions
 - Advanced discussions also underway with other major financial institutions
- Successful launch in Ecuador in December 2016 with strong growth in leads and conversion in January and February
 - Conversion rates in February were 5x higher than in December
 - Additional loan processing capacity could increase this up to c. 650
 Ecuadorean monthly car financings¹
 - Average loan size of approximately US\$14,000

MotorCredit user interface



Note:

Related revenue stream: CarSync



CarSync product offering presents a new, attractive recurring software-as-a-service ("SaaS") revenue stream which is expected to accelerate the path to profitability

Overview

- Exclusive agreement to distribute CarSync hardware devices and software in Latin America
- CarSync is a telematics product which is installed in vehicles, generating continuous data on client behaviour
 - LatAm Autos co-owns the big data
- Product features GPS intelligence, motion sensors and mobile data connectivity which allows users to create a driving profile based on their travel and safety statistics
- CarSync will be licensed using 1 to 4 year agreements
 - Generates SaaS revenue stream
 - Pricing plans include an upfront installation fee (>US\$300) and an annual fee from US\$200
- Already generated almost 5,000 leads for CarSync installations based on the existing LatAm Autos network only

Distribution details



CarSync will initially be distributed through four primary channels:

- **1. Direct distribution** through the existing dealer base
- 2. Online and call centre marketing
- **3. Trade marketing** through the LatAm Autos MotorBit platform
- **4. Existing service renewals**: retrofitting of existing vehicles













Corporate snapshot



LatAm Autos is the leading Latin American dedicated online auto-classifieds and content platform with a focus on the automotive markets of Mexico, Ecuador and Peru

Company overview

- LatAm Autos owns four of the leading online auto-classifieds platforms in Latin America and has operations in six countries
- LatAm Autos provides online classifieds services to commercial sellers, private sellers and buyers of vehicles as well as transactional focused services including used car financing and telematic product sales
- LatAm Autos also owns an automotive magazine, MotorBit, providing automotive related content, advertising services and automotive classifieds



Clean capital structure

Share price	A\$0.160
Number of shares	310.3m
Market capitalisation	A\$49.6m
Cash (31-Dec-16)	A\$4.9m ¹
Debt (31-Dec-16)	Nil ¹
Enterprise value	A\$44.7m
Notes	

Note

Strong board and management alignment

Timothy Handley, Gareth Bannan - Founders & Exec. Chairman and CFO	15.5%
Michael Fitzpatrick - Non-Executive Director	12.1%
Simon Clausen - Non-Executive Director	8.5%
Jorge Mejía Ribadeneira - Co-Founder and Chief Executive Officer	4.3%
Colin Galbraith – Non-Executive Director	0.4%
Jacobo Moreno - Chief Technology Officer	2.0%
Total Board and management	c.43%

¹ Excludes the impact of the proposed convertible note

Board of Directors



Exciting growth potential of LatAm Autos is reflected by a highly credentialed Board of Directors

Board experienced with some of Australia's largest and most successful companies

RioTinto

CommonwealthBank













Tim Handley

Executive Chairman

- Co-Founder and Executive Chairman
- 14 years entrepreneurial, M&A (Gresham Partners & UBS **Investment Bank**), equity and debt capital markets experience (including 7 years in Latin America)



Michael Fitzpatrick

Non-Executive Director

- Founded Hastings Funds Management
- Director of Carnegie Wave Energy (ASX: CWE), Infrastructure Capital Group, Chairman Pacific Current Group (ASX: PAC), Commissioner and Chairman of the Australian Football League
- Former Director of Rio Tinto (ASX: RIO)



Colin Galbraith

Non-Executive Director

- Special Advisor to Gresham Partners
- Chairman of CARE Australia
- Previously a Director of Commonwealth Bank of Australia (ASX: CBA)



Simon Clausen

Non-Executive Director

- Over 17 years experience in high growth technology businesses in both Australia and the United States
- Founder and CEO of PC Tools
- Founding investor and NED of freelancer.com (ASX: FLN)

Jorge Mejía Ribadeneira

Executive Director and CEO

- Co-Founder of LatAm Autos
- Founder of multitrabajos.com, Ecuador's foremost jobs search engine
- Founded **Evaluar.com** (Latin America's leading HR evaluation company) and Seguros123.com



Company evolution



LatAm Autos has progressed rapidly since inception with an integrated software platform currently servicing approximately 3,000 dealers

PRE-2014

- Consolidation of the online real estate and jobs classifieds portals in Latin America
- Auto-classifieds vertical identified as prime consolidation opportunity

DEC 2014: IPO

 Listing on the Australian Stock Exchange at a market capitalization of A\$72m and with an offer price of A\$0.30/sh

2016: LEADERSHIP EXTENDED

- Investment in brands while continuing market share growth
- New related revenue streams launched

2017: MONETISATION

Increase market share

Expand related revenue streams

Further monetise dealer network

Focus on key markets of Mexico, Ecuador and Peru



2014: SEED CAPITAL RAISED TO ACQUIRE ASSETS

- Participation included current team of Non-Executive Directors
- Use of funds to acquire leading online autoclassified businesses in Latin America including:



- Founded 1999
- Top #3 in Argentina



- Founded 2005
- #1 in Peru



- Founded 2004#1 in Equador Panan
- #1 in Ecuador, Panama, Bolivia



- Founded 2000
- #1 in Guadalajara



2015: INTEGRATION OF PRODUCT PLATFORM

- Investment made to integrate regional websites under a consistent platform and brand
 - **AUTO**Foco
 - **OPATIO**Tuerca
 - **SEMI**Nuevos
 - **(1) TODO**Autos



- 005 Founded 2010
 - #1 in Mexico

Macro growth drivers in Latin America



Increasing internet penetration and regional GDP per capita growth underpin long term growth of the Latin American auto-classifieds industry







Expanding population and increasing GDP per capita

- Significant opportunity in Mexico,
 Ecuador and Peru with a population
 over 7x that of Australia
- One of the fastest growth rates globally

Increasing internet connectivity

- LatAm Autos markets already host a large population of internet users, c.6x that of Australia
- Smartphone and internet penetration are at an early stage in Latin America

Expanding used car market in Latin America

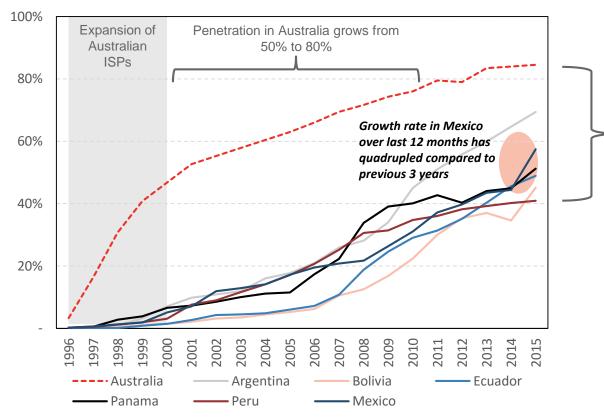
In 2015, LatAm Autos estimated total used car market size reached
 A\$13.1bn

Internet penetration in Latin America



The average internet penetration in LatAm Autos key markets is c. 40% and growing rapidly toward Australia's internet penetration of 85% of the population

Internet penetration (% of population)



Industry overview

- Internet penetration in Latin America expected to accelerate from 40% toward 80% faster than the comparable Australian period
 - Invention of smartphones will accelerate penetration due to lower cost barriers to entry
 - Latin American government policies are focused on increasing internet penetration
 - Global technologies supporting internet roll-out (satellite, fibre optics) have greatly improved and been made more efficient
 - An increasingly digitised global economy will force uptake for expanding Latin American businesses
- Smartphone contract costs in Mexico have reduced materially over the last 18 months due to deregulation and competition from the incoming AT&T

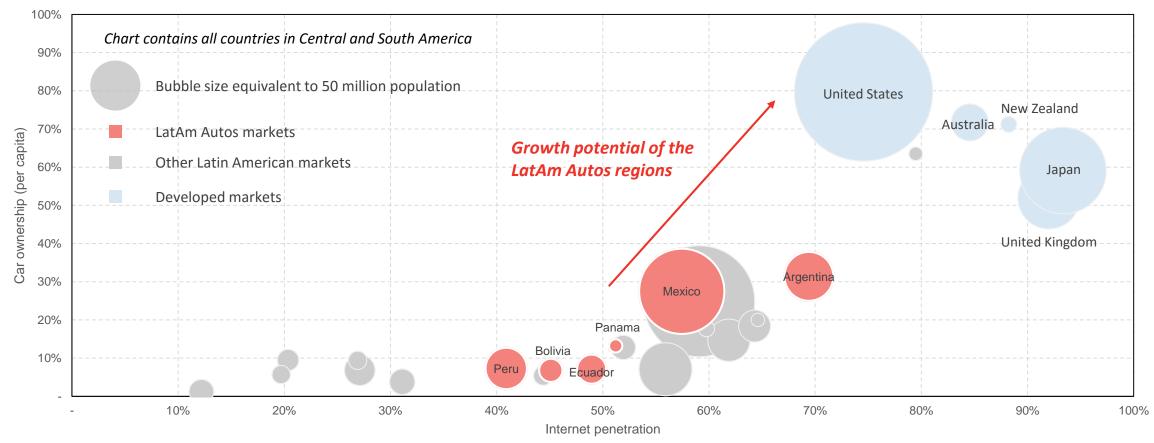
Source: World Bank (2015)

Positioning of key Latin American markets



LatAm Autos is exposed to the most advanced of the emerging geographies in Latin America with current internet penetration of 40-70% and growing car ownership

Auto-classified demographics in Latin America



Source: World Bank (2015), Nation Master (2015)

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