



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

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

Strong local CCY growth rates, on average 46% and 25% growth rates for 2016 and 1Q17 respectively

Focus markets



Key portfolio statistics

- Revenue:**
A\$8.2 million (2016) **+23%¹**
A\$1.1 million (1Q17) **+2%²**
- Listings:** ~160,700
- Monthly leads:** 118,100
- Monthly sessions:** 7.1 million
- Dealers:** 2.8k using LAA's platforms
- Total email subscribers:** 1.6 million
- Social media:** 660k followers

Source: World Bank

Note:

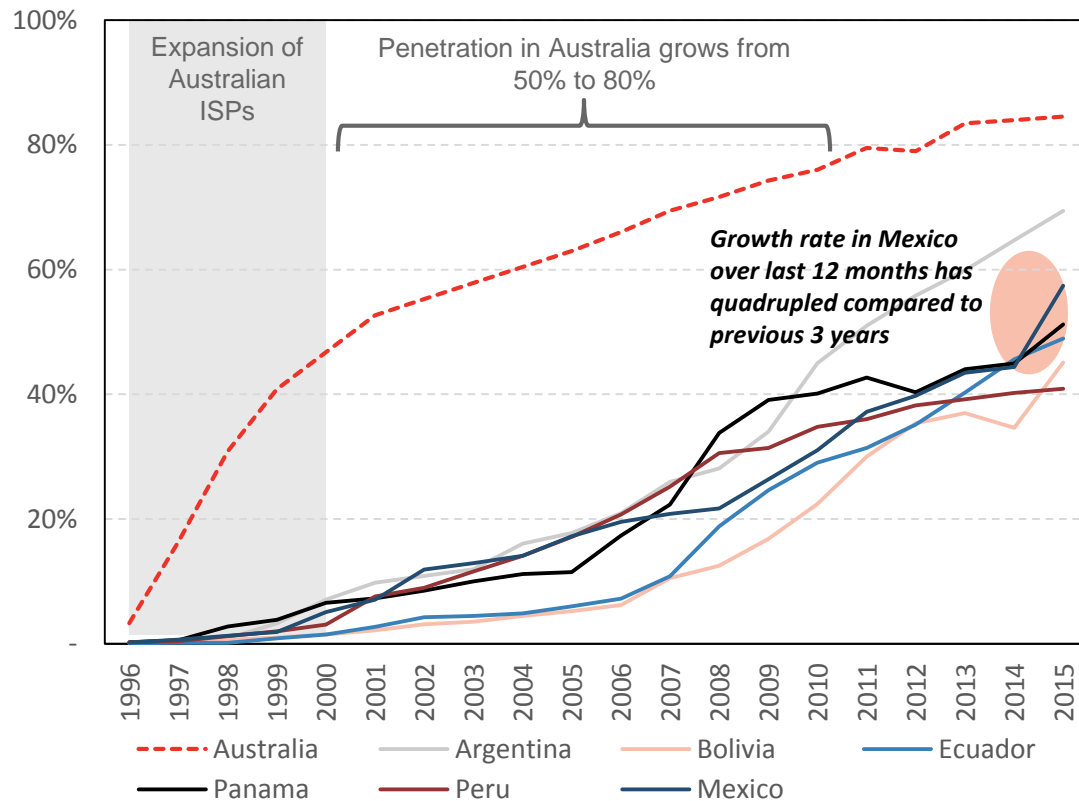
1 Revenue growth compared to 2015 full year. Average local currency growth of 46% (ex. Panama)

2 Year-on-year growth 1Q17 vs. 1Q16. Includes revenues from Mexico, Ecuador and Peru only (average local currency growth of 25%)

Internet penetration in Latin America

Average internet penetration in LatAm Autos key markets was c. 50% in 2015 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 50% 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

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\$0.13
Number of shares	310.3m
Market capitalisation	A\$40.3m
Proforma Cash (31-Mar-17) ¹	A\$11.6m
Convertible Note	A\$10.0m
Debt (31-Mar-17)	Nil ¹
Enterprise value	A\$38.7m

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%

Source: IRESS

1 Includes A\$10m cash from 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



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** and Chairman **Pacific Current Group (ASX: PAC)**
- 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**

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

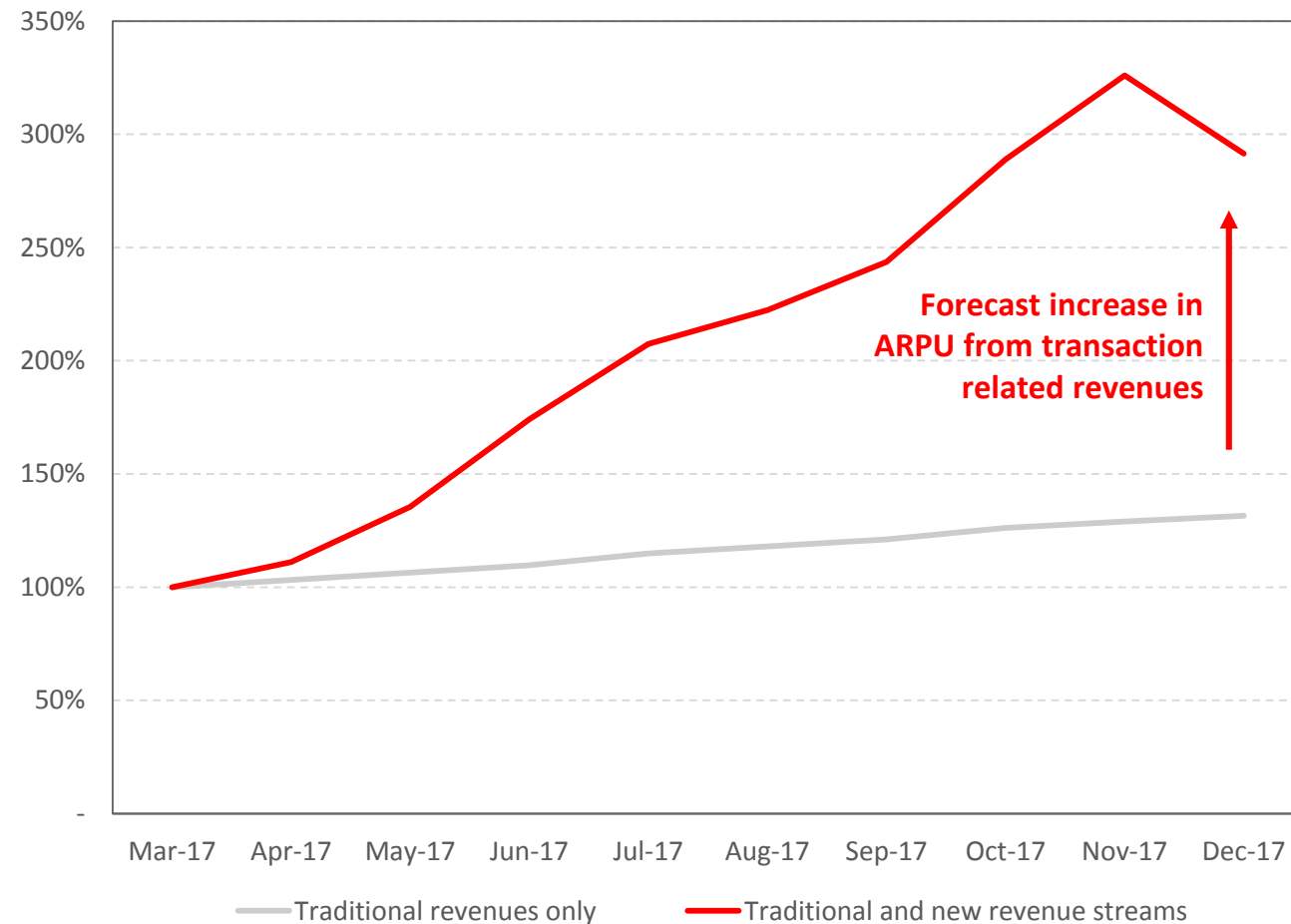
2017 focus	2016 Total Revenue (A\$m)	Annual growth A\$ (%)	Annual growth Local ccy (%)	New revenue streams (expected launch)				Outlook
				MOTORCredit	carsync	Insurance	Car certification	
Mexico	2.1	45%	62%	✓	June 2017	July 2017	July 2017	<ul style="list-style-type: none"> ▪ Largest market opportunity in LatAm ▪ Rolling out CarSync & MotorCredit
Ecuador	2.4	32%	29%	✓	✓	✓	June 2017	<ul style="list-style-type: none"> ▪ Already cash flow positive ▪ Strongest historical performer
Peru	0.6	31%	31%	Traditional revenues only				<ul style="list-style-type: none"> ▪ Expected to run as cash flow breakeven ▪ Option to increase focus in 2018
Argentina	2.7	8%	61%	Traditional revenues only				<ul style="list-style-type: none"> ▪ Close local office by April 2017 ▪ Maintain organic revenues
Panama	0.1	22%	19%	Traditional revenues only				<ul style="list-style-type: none"> ▪ Maintain organic revenues

Strategic priorities for LatAm Autos across 2017

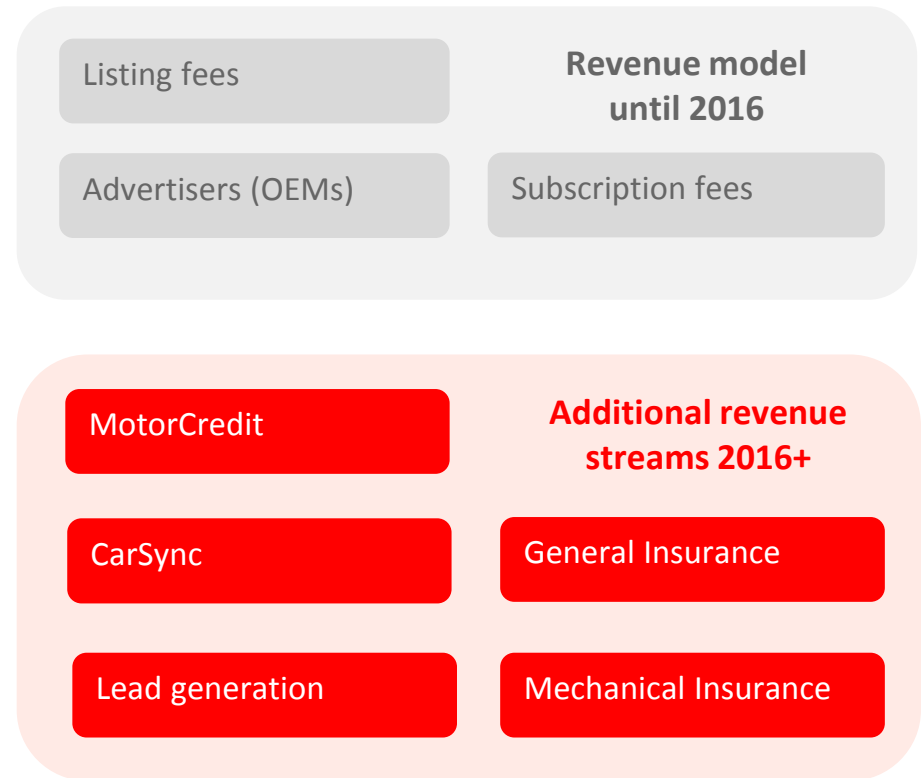
Transaction-focused revenue model

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



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 in Ecuador and Mexico
- Developed specifically for Latin America
- Launching in three phases: Ecuador and Mexico, followed by Peru
 - 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 1H17
 - Conversion rates significantly higher than initial expectations
 - Additional loan processing capacity could increase this up to c. 650 Ecuadorean monthly car financings¹
 - Average loan size of approximately US\$9,700

MotorCredit user interface

The screenshot displays the MotorCredit user interface on a website. At the top, there's a navigation bar with 'PATIOTuerca' and 'AUTOS' dropdown. Below that, a breadcrumb trail shows 'Inicio > Usados > Quito > Autos > Hatchback(3 Puertas) > Volkswagen > Golf Gti'. The main content area features a red 2014 Volkswagen Golf Gti with a price of \$43,500 and a 'Financiado' status. A video player shows the car from a front-three-quarter view. To the right, there's a chat window for 'PMR Automotores' with options like 'Me interesa', '¿Podemos hablar?', 'Pedir más fotos', and 'Hacer oferta'. Below the car image, there's a 'Págalo en Cuotas' section with a slider for 'Entrada' (set to \$21,750) and 'Plazo' (set to 36 meses). A 'Cuota referencial' of \$1,200/mes is shown. A yellow button at the bottom right says 'APLICAR FINANCIAMIENTO'.

Note:

1 Based on the monthly listings multiplied by management estimates of conversion factors

MOTORCredit Traction

Initial operational results from MotorCredit launch have exceeded internal management expectations, with strong growth expected in 1H 2017



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

2017 focus

Roll-out schedule

Market opportunity *(company estimates)*

Current traction

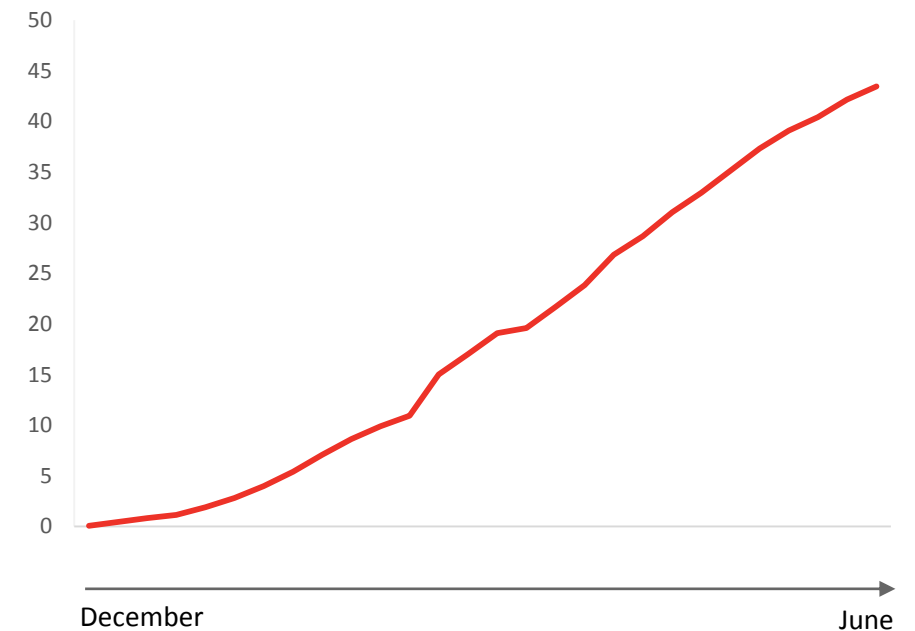
Capitalise on market leading dealer network

- **Mexico:** June 2017 *(complete)*
- **Ecuador:** December 2016 *(complete)*

- **Mexico:** 4.5m used cars sold annually
- **Ecuador:** 180k used cars sold annually

- Successful launch in Ecuador set 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
- MotorCredit launched in December 2016 and so far received over 4,600 completed applications (Jun-17)

Cumulative Value of Weekly Loan Applications Since Launch (US\$m)



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

- 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 6,500 leads for CarSync installations based on the existing LatAm Autos network only

Distribution details



CarSync will initially be distributed through four primary channels:

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



Mexico & Ecuador: trading update

Seminuevos and Patiotuerca Ecuador were LatAm Autos' strongest performers in 2016 demonstrating significant growth in revenue, brand and user engagement

Mexico Overview

- 100%-owned Mexican website, Seminuevos (www.seminuevos.com), remains the #1 auto classifieds website in Mexico
 - Current client network of c.1,280 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 142% versus pcp as of 31 March 2017
- Revenue momentum is expected to continue in 2017 with the release of MotorCredit into the Mexican market
- 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

Ecuador 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 3,800 completed applications (May-17)
 - CarSync launched in December 2016 and has received over 6,500 leads (May-17)
- 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 46% versus pcp (as at 30 April 2017)

Appendix



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 auto-classifieds businesses in Latin America including:



- Founded 1999
- Top #3 in Argentina



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



- Founded 2000
- #1 in Guadalajara



- Founded 2005
- #1 in Peru



- Founded 2010
- #1 in Mexico

2015: INTEGRATION OF PRODUCT PLATFORM

- Investment made to integrate regional websites under a consistent platform and brand

Integration of platform



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



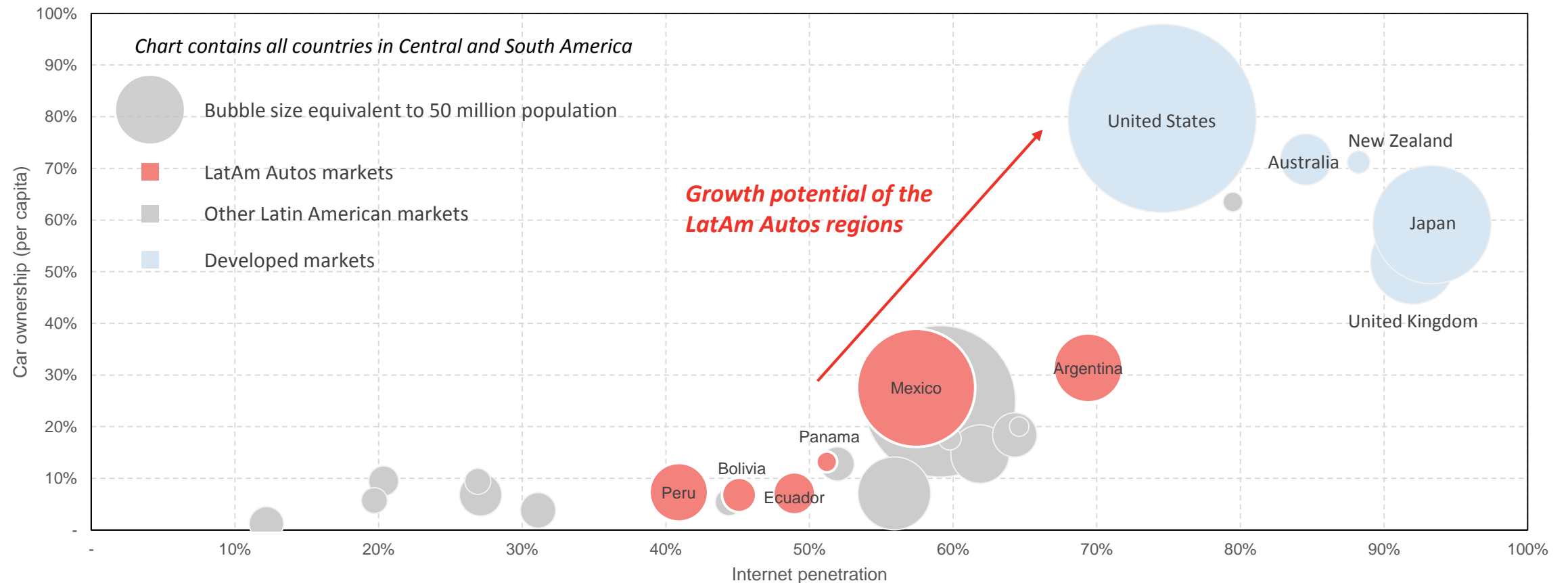
Expanding used car market in Latin America

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

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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