

18 September 2018

LAA partners with Honda and Acura car dealer association in Mexico

Mexico City – 18 September 2018: LatAm Autos Limited (ASX: LAA) (“**LatAm Autos**” or the “**Company**”) is pleased to announce it has commenced the onboarding process for car dealer members of the Asociacion Mexicana de Concesionarios Honda, A.C. (“**AMECAH**”), which is the association of Honda and Acura car dealers in Mexico.

Highlights:

- **AMECAH has a total of 189 members and affiliates in Mexico**
- **LAA has commenced the onboarding process for 64 AMECAH members, forecast completion by the end of 2018**
- **Further 125 affiliated members in Mexico to be onboarded during 2019**
- **Members to have access to classifieds package, as well as Motorfy Vehicle Transaction Marketplace**

Overview

AMECAH is the official car dealer association for the Honda and Acura brands in Mexico, and LAA is pleased to announce it has partnered with AMECAH to provide access to its members under an umbrella agreement, to LAA’s market leading dedicated online auto classifieds and Motorfy platforms.

LAA is Mexico and Ecuador’s leading online Vehicle Transaction Marketplace (VTMP). LAA’s VTMP business model brings together motor vehicle buyers, sellers (either car dealers or private vendors) and product partners through its online classifieds and cross-sell products.

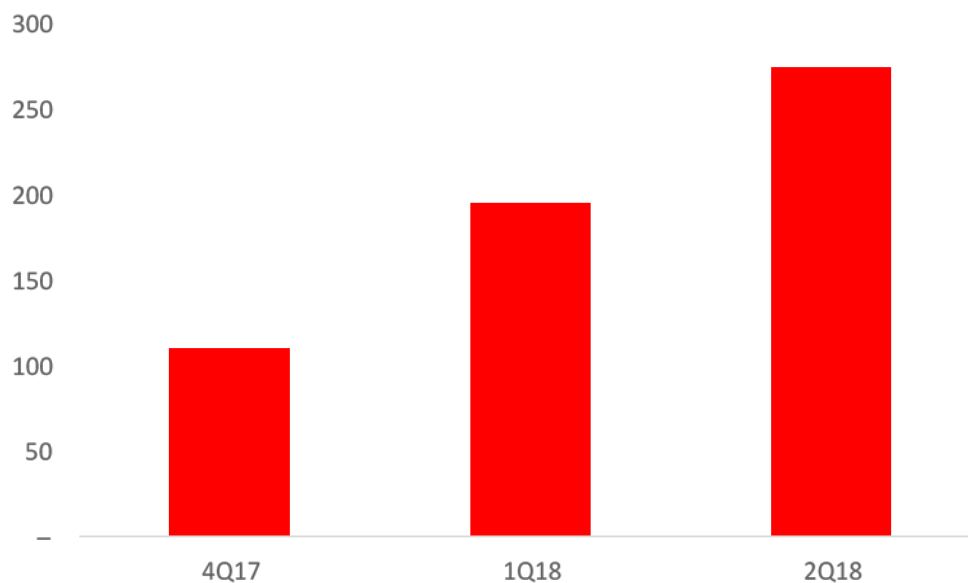
LAA’s product partners provide a range of Vehicle Finance and Vehicle Value-Add Products (such as GPS tracking, insurance, extended warranty etc). LAA does not assume any credit or underwriting risk in any product which it distributes across its platform.

Car dealers are an important driver of the LAA VTMP network. Key value drivers for LAA are:

- Number of dealers using the LAA platform
- Number of dealers selling Cross-Sell products
- Number of cross sell products sold per dealer

Total dealers using the VTMP has grown over time, as illustrated in the chart below.

Active dealers using Motorfy over time



Key drivers of total dealers using the VTMP include:

- Dealer strategic partnerships, such as the relationships with associations such as ANCA and AMECAH
- Reverse enquiry, where dealers are signing onto the platform as they become aware of the broad product offering of the LAA VTMP

Management Commentary

CEO and Executive Director of LatAm Autos Jorge Mejia commented,

“LAA is pleased to add AMECAH to its partnership network and looks forward to onboarding more dealers through this relationship.”

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For more information, please contact:

Tim Handley
Executive Chairman
+61 3 9692 7222
investors@latamautos.com

About LatAm Autos (ASX: LAA)

LatAm Autos is a leading online car transaction market place with operations in Mexico, Ecuador and Peru. LatAm Autos is capitalising on the shift of automotive classifieds advertising to online channels, whilst providing ancillary services to car buyers such as finance, insurance and car tracking technology through its Motorfy brand. For more information on LatAm Autos, please visit its website: www.latamautos.com.

Caution Regarding Forward-Looking Information

This document contains certain "forward-looking statements". The words "anticipate", "believe", "expect", "project", "forecast", "estimate", "outlook", "upside", "likely", "intend", "should", "could", "may", "target", "plan" and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance

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