

INVESTOR PRESENTATION

August 2015



LatAm Autos is a leading dedicated online auto classifieds and content platform with operations in six countries across Latin America

KEY STATS

6 countries

with LatAm operations

228 million

combined population

8.3 million

total monthly sessions¹

5.3 million

unique monthly visits¹

~140,000

Listings¹

\$6.1 million

in 2014 revenue²



375k monthly video views³

1.3 million monthly estimated minutes watched³

CLASSIFIEDS WEB PROPERTIES

MÉXICO	SEMINuevos
ECUADOR PANAMÁ BOLIVIA	PATIO Tuerca
PERÚ	TODO Autos
ARGENTINA	AUTO Foco

CONTENT WEBSITE

LATAM



OUR STORY

- Early mover in the Latin American online auto classifieds industry
- Applying a proven successful business model to one of the most exciting emerging market regions globally
- Positioned to capitalise on the generational shift of classifieds advertising from offline to online
- Exposed to increasing internet penetration and car ownership in Latin America
- Board and Executive Management Team with significant experience in establishing, operating, growing and monetising online classifieds and media businesses across the world, including in Latin America

1: As at 31 July 2015

2: Based on unaudited proforma revenues of combined businesses

3: For month of June 2015



LAA share trading since IPO



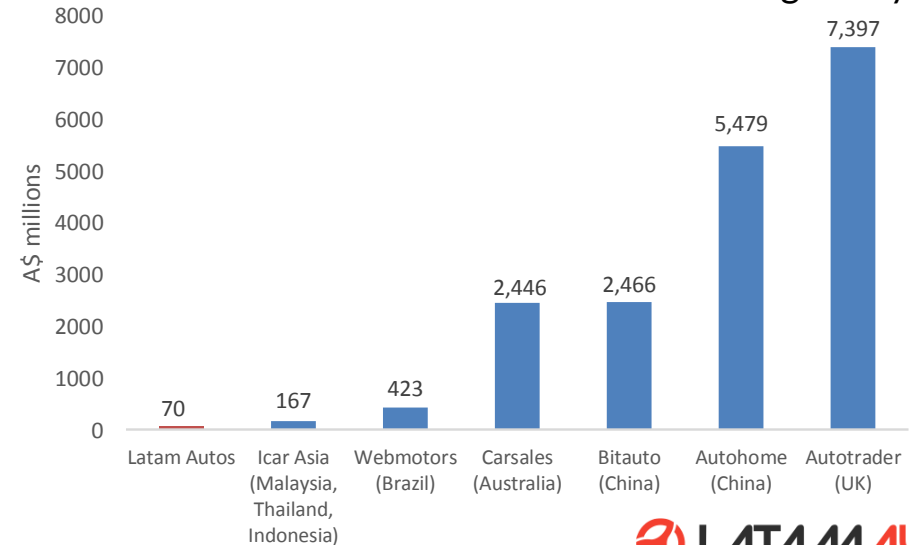
Directors

 <p>Tim Handley</p>	<ul style="list-style-type: none"> Co-Founder and Executive Chairman 11 years M&A (Gresham & UBS), equity and debt capital markets experience (including 6 years in Latin America)
 <p>Michael Fitzpatrick</p>	<ul style="list-style-type: none"> Independent Non-Executive Director (NED) Founded Hastings Funds Management, NED Carnegie Wave Energy, Chairman Infrastructure Capital Group, Chairman Treasury Group Commissioner and Chairman of the Australian Football League
 <p>Simon Clausen</p>	<ul style="list-style-type: none"> Independent Non-Executive Director (NED) 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
 <p>Colin Galbraith</p>	<ul style="list-style-type: none"> Independent Non-Executive Director (NED) Special Advisor to Gresham Partners. Chairman of CARE Australia, previously a Director of Commonwealth Bank of Australia

Key Statistics

ASX code	LAA
Share price (6-Aug-15)	\$0.29
52 week high/low	\$0.43/\$0.21
Issued capital	242.1m
Market Capitalisation	\$70.2m
Net cash (30-Jun-15)	\$8.7m
Enterprise Value	\$61.5m
Average daily volume	220k shares

Valuations of online auto classifieds businesses globally

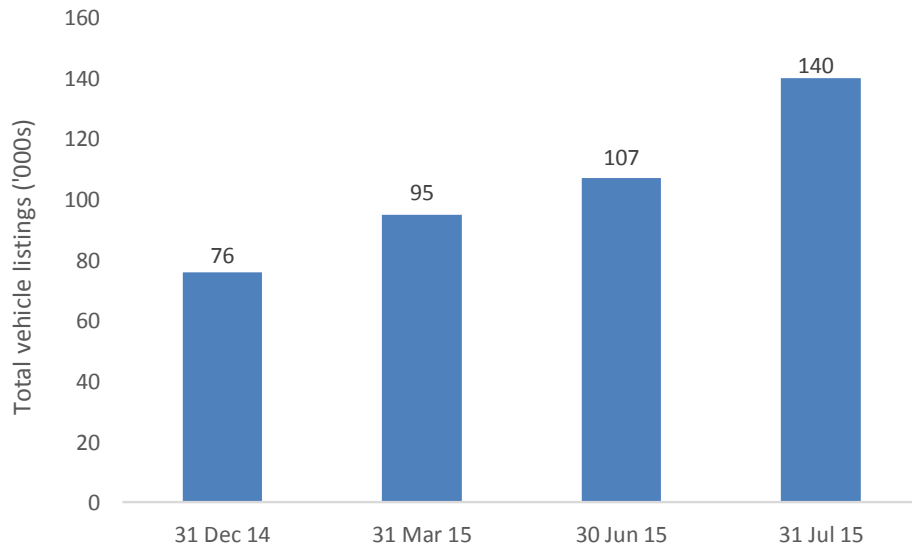


Note: Valuations based on market cap. for listed companies. For Webmotors, average broker valuation used

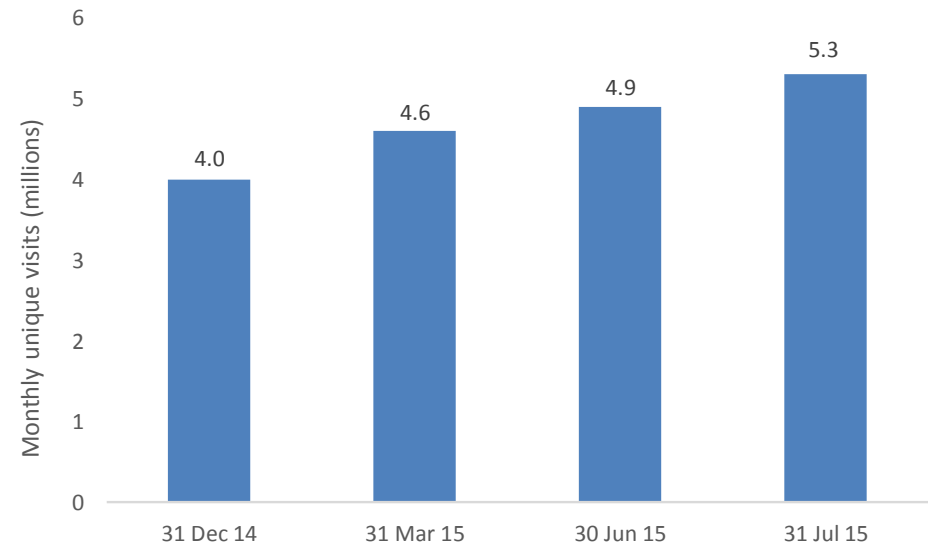


Market share growth has been significant, despite a focus on integration and technology migrations in 1H15

1 Total vehicle listings (+84% YTD)



2 Total monthly unique visitors YTD (+33% YTD)



3 In addition to first class management execution in:

Technology

- PTX technology platform in 6 countries
- 35 technology deploys
- Launch of MVP mobile apps
- Lead optimisation
- Internationalisation of all sites
- Weekly refinement of user experience
- Implementation of user reviews

Operations






- Launch of motorbit.com
- Alignment of pricing structures
- Restructure of Argentinian business
- Regional reporting approach
- Data analytics
- Refinement of business model
- Hand picked professionals

Marketing

- Established in house SEO/SEM
- Optimisation of adwords campaigns
- Implemented in house content strategy
- Offline marketing campaigns
- Social media in 4 channels/6 countries
- Aggressive customer acquisition
- LAA → "go to resource for cars"



LatAm's Latin American-based management team has unrivalled experience in founding, developing and monetising dominant online classifieds businesses in Latin America

 <p>Jorge Mejía Ribadeneira CEO</p>	<ul style="list-style-type: none">• Experienced Latin America digital media executive with 15 years' experience• Founder of multitrabajos.com, Ecuador's foremost jobs search engine, acquired by Navent (Tiger Global)• Led the successful acquisition of five different Latin American based online classified sites as Regional Vice President of Navent• As Founder & CEO of Grupo Centrico, founded Evaluar.com (Latin America's leading HR evaluation company) and Seguros123.com (online insurance comparison portal), as well as the successful acquisition and integration of PatioTuerca.com and Vive1.com
 <p>Gareth Bannan Co-Founder and CFO</p>	<ul style="list-style-type: none">• Ten years M&A and capital markets experience (including four years in LatAm)• Prior to LatAm Autos, Director of Chestnut Partners, a South American focused boutique corporate finance firm based in Sao Paulo, Brazil• Former head of corporate finance for the investment company that owns one of Brazil's largest online property classifieds• Previously at KPMG Corporate Finance and Rabobank in Australia• Substantial operational and advisory experience with online classified companies in numerous LatAm markets
 <p>Ariel Cilento Chief Operations Officer</p>	<ul style="list-style-type: none">• Prior to joining LatAm Autos, Ariel was the Mexican country manager for Dridco, one of Latin America's leading digital media companies with online classifieds for autos, jobs and real estate, where he was responsible for the start-up and development of Dridco in Mexico.• Since setting up the business in 2009, revenues grew to US\$4.5m in 2013 and the business achieved a consolidated audience of more than 5.5m visits per month.• Prior to Dridco Ariel was the Vice President and Country Manager for Bumeran.com, a leading online employment classifieds business in Latin America.
 <p>Jacobo Moreno Chief Technology Officer</p>	<ul style="list-style-type: none">• Responsible for LatAm Autos' technology platform across all geographies• Recognised as one of the leading tech entrepreneurs in Ecuador, Jacobo Moreno was the CTO of Grupo Centrico, responsible for the development of four unique product lines, R&D, user experience, and new product development• Founder of PatioTuerca.com, the largest car classified portal in Ecuador, Bolivia and Panama• Also founded and managed Vive1.com, one of Ecuador's leading real-estate portals
 <p>Jose Luis Checa Chief Business Officer</p>	<ul style="list-style-type: none">• Responsible for the development and control of the operations of LatAm Autos• Economist and lawyer with 15 years of experience in the banking industry• Managed finance and administrative departments for Ecuador's largest bank, Banco Pichincha• Led important mergers and acquisitions in Ecuador and Latin America



Peer Operating Stats Comparison

LatAm Autos trades at a **84%** discount to Webmotors average broker valuation and at a **58%** discount to Icar Asia's market capitalisation



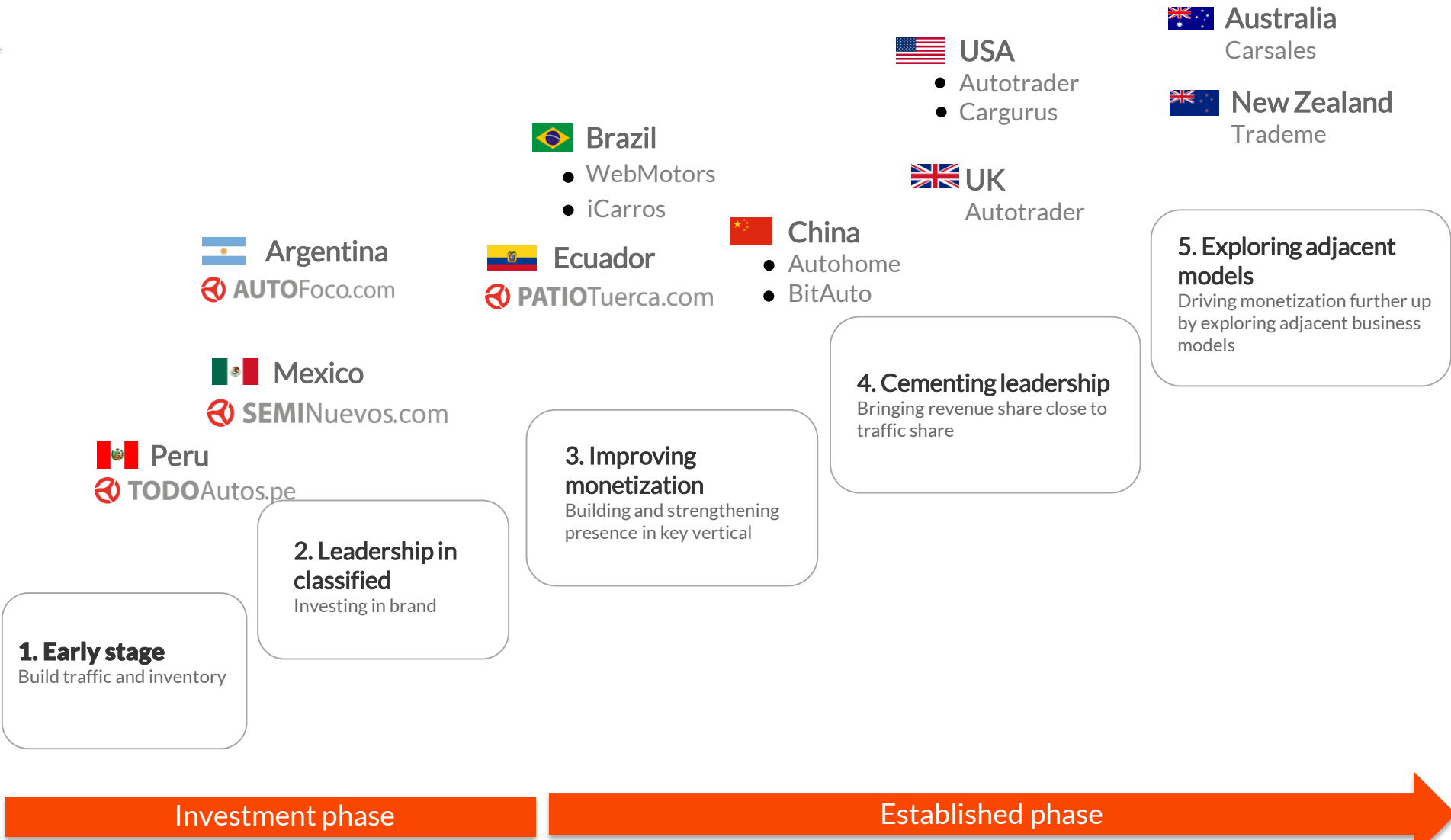
Countries	Mexico, Argentina, Ecuador, Peru, Panama, Bolivia	Brazil	Malaysia, Thailand, Indonesia	Australia ³
Number of Languages	1	1	3	1 ³
Combined Population (m)	228	202	350	23 ³
Financial Year 2014 Revenue (A\$m)	6.1 ⁵	45.4 ⁷	4.3 ²	235.6 ⁴
Current Listings ('000) ¹	140 (+84% YTD)	260	658	217
Unique Monthly Visits (m) ⁹	5.3 (+33% YTD)	4.8 ¹⁰	7.7	3.2 ¹⁰
Auto Advertising Market Size (US\$m) ⁸	1,200+	2,300	1,241	1,000 ³
Annual growth rate of passenger cars in use (CAGR)	6.0% - 9.8%	6.9%	6.9% - 9.7%	2.4% ³
Weighted Average Internet Penetration	45%	52%	32%	83%
Weighted Average GDP per Capita 2014 (A\$)	12,688	15,104	5,926	80,818
Market Cap/Equity value (A\$m) ¹	\$70m	\$423m ¹¹	\$167m	\$2,446m
Enterprise Value (A\$m) ¹	\$62m	\$341m ¹¹	\$160m	\$2,663m

Sources: Frost & Sullivan Independent Market Report, World Bank, Broker research, iCar Asia Annual Report 2013, iCar Capital raising presentation Jul-15, Feb-15 presentation, iCar Asia Prospectus, Carsales FY15 Half Year results presentation, OICA, Diario Oficial
 Note: 1. As at 31-Jul-15 for LAA, 30-Jun-15 for ICQ and 6-Aug-15 for Webmotors and Carsales. Carsales valuation includes its international businesses 2. Assumes \$1.5m proforma revenue in 2014 to account for one2car.com acquisition effect on revenue (Source: ICQ presentation Nov-14) 3. For primary Australian market only. Excludes international investments in Asia & Brazil 4. Financial Year 2014 revenue, note that Carsales has a 30-June year end whereas LAA and ICQ have a calendar year end 5. Unaudited proforma financials for comparison purposes only and were calculated assuming all businesses owned 100% for the entire 2014 calendar year. 7. Represents reported gross revenue (Diario Oficial). 8. Based on global average of 10% of total media spend. 9. For June 2015. 10. Estimated number of internet users (Source: Similarweb). 11. Based on an average of broker valuations grossed up to 100% value (Ord Minnett, Deutsche Bank, Morgan Stanley, Commsec).

Evolution of selected auto classified companies (LatAm versus other markets)

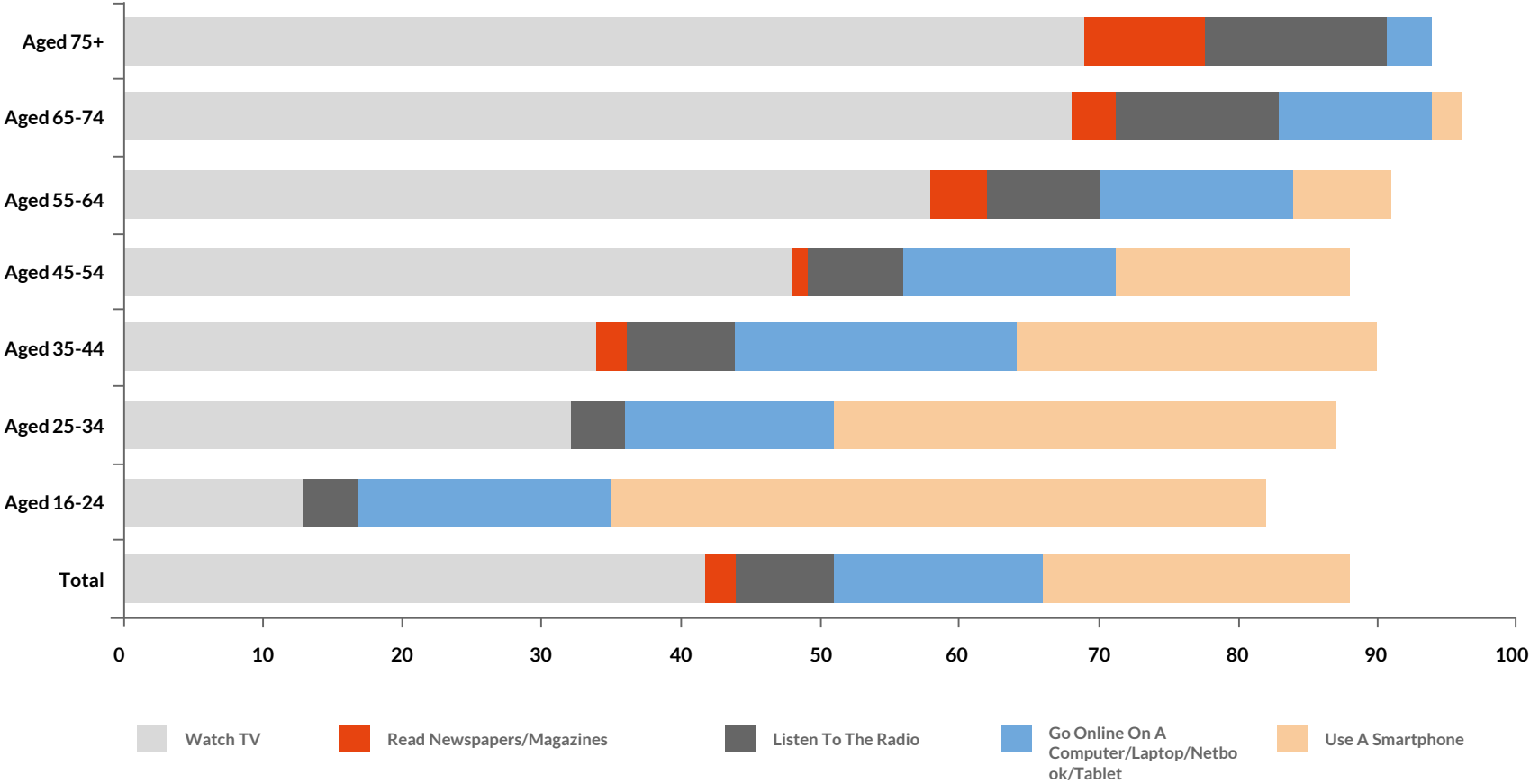


Monetization





Digital Is Reaching The New Generation Top Five Media Mentions Among all Adults, 2013 (USA)



Source: Business Insider, refers to US market

BUSINESS OVERVIEW

Photo: Mexico City





Latam Autos has leading market share of listings and website traffic in all its markets

Website traffic (unique monthly visits)

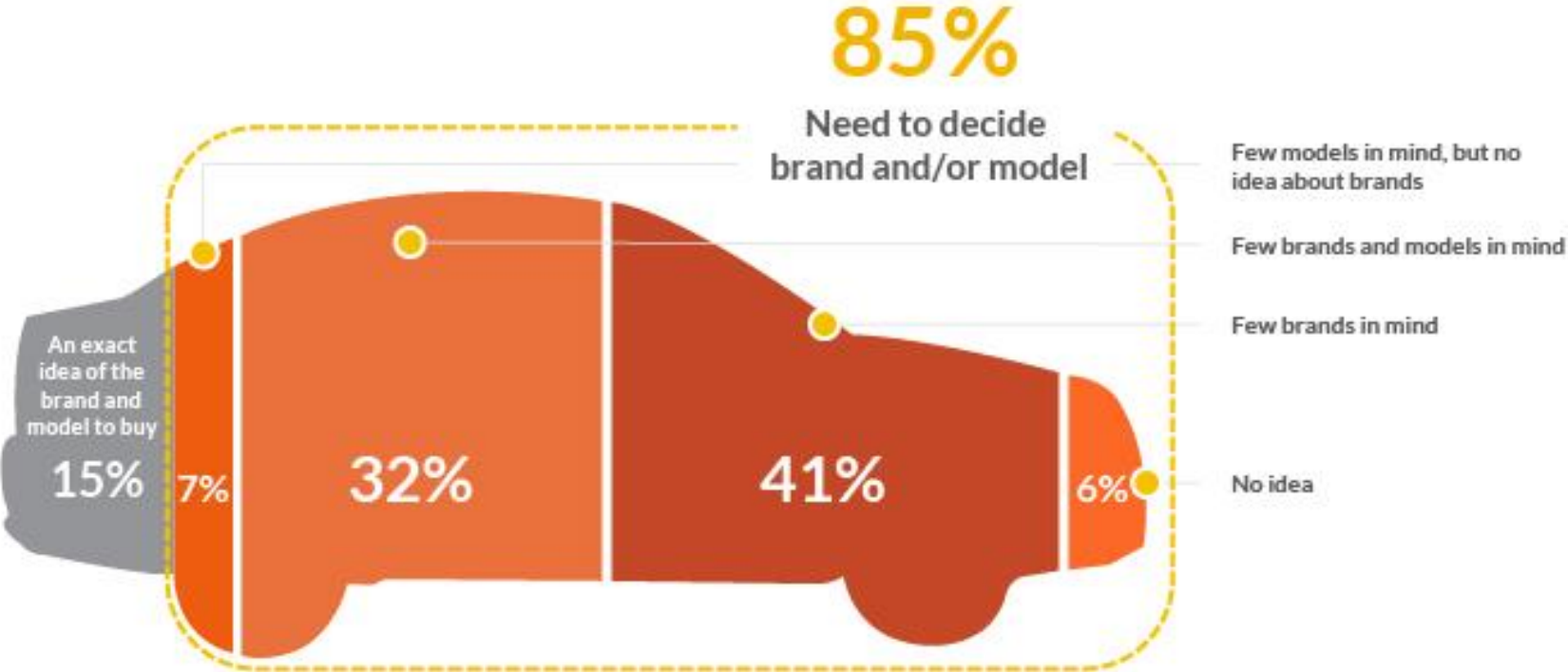


Inventory (car listings)





Key decisions



Source: Google Global Auto Study – Mexico
Base: All auto buyers n=5%

Integration of Regional Business Model



Regionally oriented, with each business tailored to local markets in order to be culturally relevant and resonate with users, while taking advantage of back-end synergies

Regional Business Model



LatAm Autos provides an online, searchable auto classifieds platform that will primarily generate revenues from four sources

Revenue Sources

1	Automotive Dealers
2	Private Listings
3	General Advertising
4	New Car Lead Generation

Structure of Fees & Charges

- Subscription service
 - Dealers purchase a particular number of spaces in order to display their inventory
- Advertising
 - Fees for the promotion of dealers' brands on LatAm Autos' websites
- Lead generation
 - Fees for each particular lead or message the dealer receives for a new car, expected to be a strategic future revenue source as markets mature
- Depth products
 - Opportunity for dealers to pay more to enhance and highlight a listing
- Listing fees
 - Private sellers are charged listing fees under different plans and structures to advertise and sell vehicles using LatAm Autos' classifieds websites
- Depth products
 - Opportunity for private sellers to pay more to enhance and highlight a listing
- Display banners
 - Fees charged for display advertising for automotive brands, automotive related companies (such as car finance and insurance providers) and other non-automotive related companies
- Content and premium content generation
 - Fees charged to automotive and/or automotive part manufacturers or institutional dealers seeking to promote their goods or services
- Communication tools
 - Fees charged for the use of online communication tools, such as an email newsletter service, in order to promote a particular brand, product or service
- Expected to be strategic future revenue source as markets mature
- Currently operational in Ecuador and Mexico, intention to roll out across group



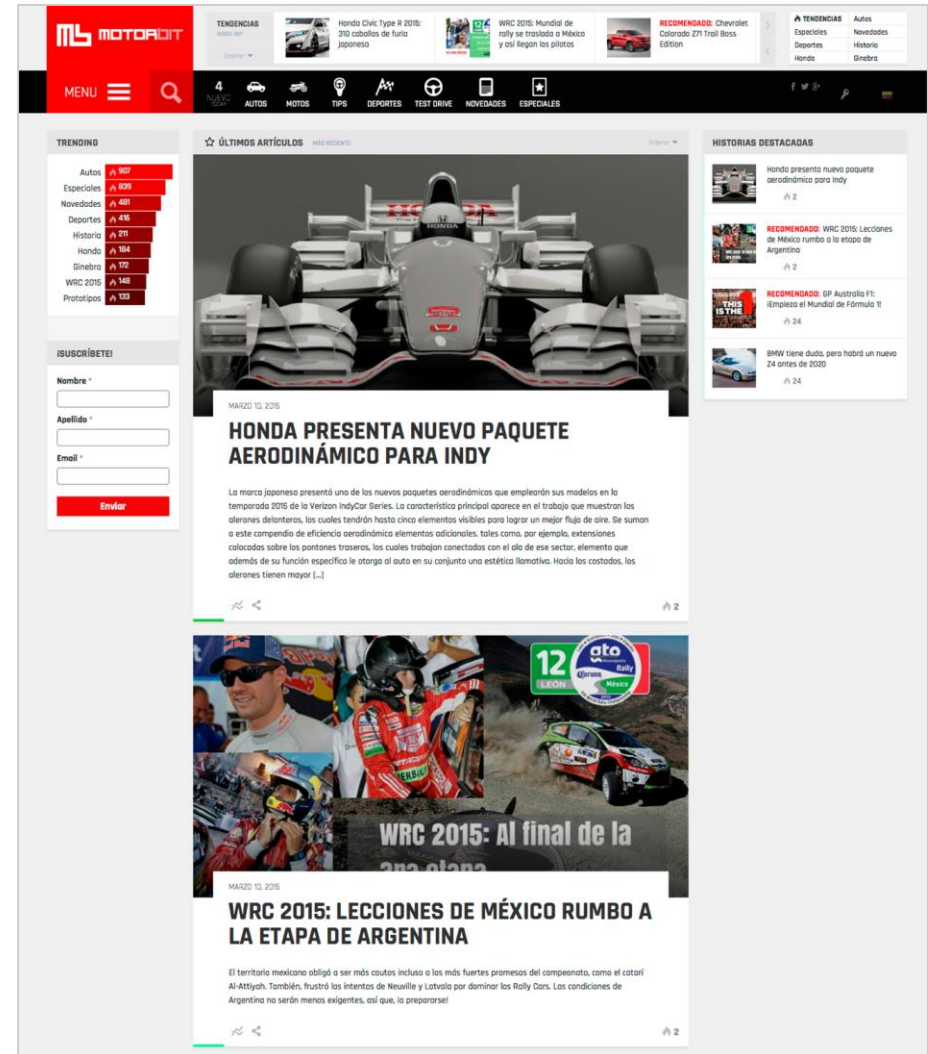
LatAm Autos has launched the first regional automotive content platform in Latin America, motorbit.com

Based on success of LatAm Autos' Peru site todoautos.pe

- Spanish, with Latin perspective
- New cars
- Automotive technologies

BENEFITS

- 1 Brand leadership as LatAm Autos strengthens its position as the expert in Latin American car content
- 2 Strong traffic generator & long tail SEO traffic to feed through to classifieds sites
- 3 Additional revenue stream for the entire region
- 4 Become the “go to” authority for recognition in the auto sector
- 5 Facilitate programmatic advertising through the monitoring of user behaviour and trends



From classified to content

The screenshot shows the Motorbit.com classified site. At the top, there's a search bar and navigation links. Below that, a large banner for a red Chevrolet Tracker SUV is displayed with the text "¡Encuentra Autos o véndelos ya!". A sidebar on the left contains navigation options like "Autos", "Accesorios", "Motos", "Prestados", "Reservados", "Clases", "Bicicletas", and "Aerona". Below the banner, there's a section titled "Conoce el valor de cualquier vehículo en Ecuador" with a "Realiza tu Avalúo Gratis" button. A grid of "Vehículos Destacados" follows, listing various car models like Mercedes Benz, Renault, Volkswagen, Toyota, Honda, and Nissan with their prices. At the bottom, there's a "Publica tu vehículo" section with icons for "fácil", "rápido", and "económico", and a "Vende tu vehículo" button.

➤ **motorbit.com** content appears while you browse our classified sites. The content is related to the cars you search, view, contact

From content to classified

The screenshot shows the Motorbit.com content site. The top navigation bar includes "MENU" and "BUSCAR". Below the navigation, there's a "CONÉCTATE CON NOSOTROS" section with social media links for Twitter (508) and Facebook (153). A "REGISTRATE" form is visible. The main content area features an article titled "LA RUTA Y LOS PAÍSES DEL DAKAR 2016" with a large image of a rally car. To the right, there's a "TOMARLE FOTOS A TU VEHÍCULO" section. Below the article, there's a "HISTORIAS DESTACADAS" section with a featured article titled "TRACKER 2015: A BORDO DE LA SUV MÁS URBANA DE CHEVROLET". On the right side, there's a "RECOMENDADOS" section displaying targeted car listings for Renault Duster, Toyota, and Volkswagen with their prices.

➤ We show targeted listings / offers based on the content you are viewing

Satellite picture taken looking north over the Andes mountain range in Argentina and Chile, from Punta Arenas and Falkland Islands up to Santiago, Buenos Aires and Montevideo

MARKET INFORMATION



LatAm Autos has leading assets in each of the regions it operates

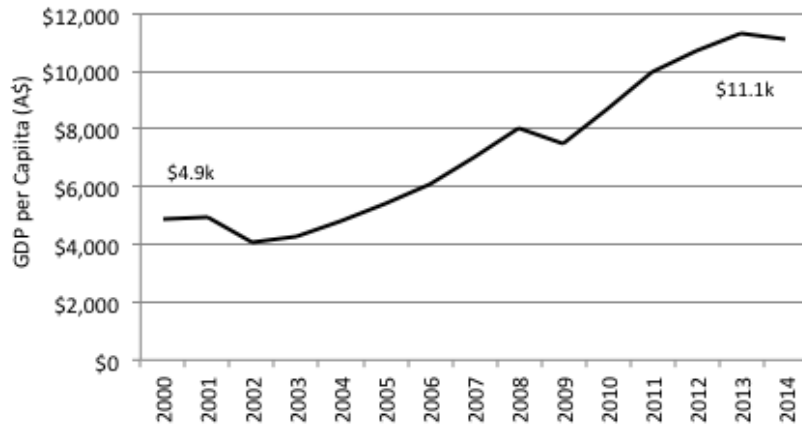
	Ecuador, Panama, Bolivia	Mexico	Argentina	Peru	Total
Business(es) ¹	PATIO Tuerca	SEMINuevos	AUTOFoco	TODOAutos	
FY14 Proforma/Revenue	A\$1.7m	A\$1.6m	A\$2.4m	A\$0.4m	A\$6.1m
Website(s)	patiotuerca.com	seminuevos.com	autofoco.com	todoautos.pe	Various
Unique monthly visits ²	0.8m	1.2m	0.9m	1.5m	5.3m ⁸
Total monthly sessions ²	1.9m	1.8m	1.5m	2.0m	8.3m ⁸
Listings ³	19k	49k	58k	13k	140k
Passenger cars 2013 ⁴	1.7m	24.8m	9.5m	1.3m	37.3m
Car ownership %	5%	20%	21%	4%	16%
New car sales 2014 ⁵	0.2m	1.2m	0.6m	0.2m	2.2m
Automotive advertising market (US\$m) ⁶	50m	550m	490m	50m	1,200m+
Online share of Ad spend ⁴	1% (Ecuador)	9%	7%	4%	~8%
Population 2014 ⁴	31m	124m	42m	31m	228m
Internet penetration ⁷	40%-43% ⁶	50%	47%	48%	47%
GDP per capita 2014 (A\$) ⁴	\$7,682	\$13,530	\$16,875	\$8,611	\$12,688

1. Classifieds sites only 2. For June 2015 (Source: Google analytics) 3. As at 30 June 2015 4. The World Bank. 5. Source: OICA. Ecuador, Panama and Bolivia combined. 6. LAA estimate, calculated as 10% of total advertising markets. 7. eMarketer, 2014 (except Ecuador, Panama and Bolivia). 8. Total includes content pages and todoautos forum.

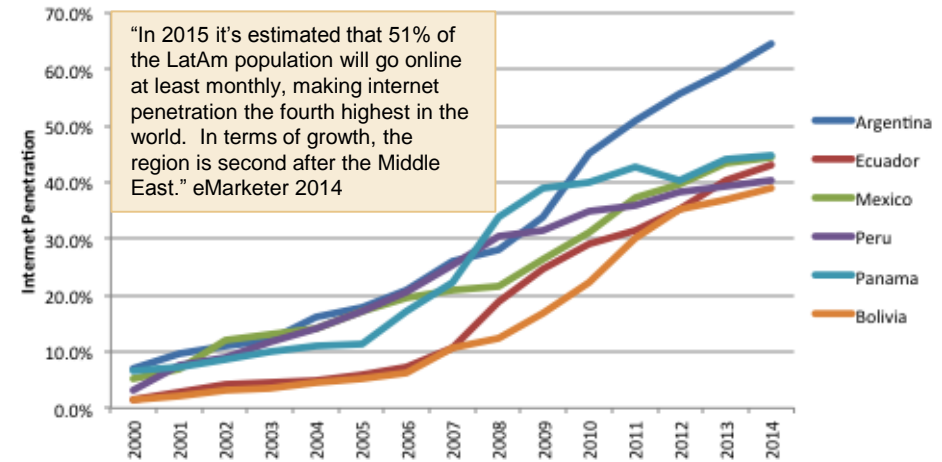


Rapidly growing purchasing power, internet penetration, and auto advertising market across Latin American countries

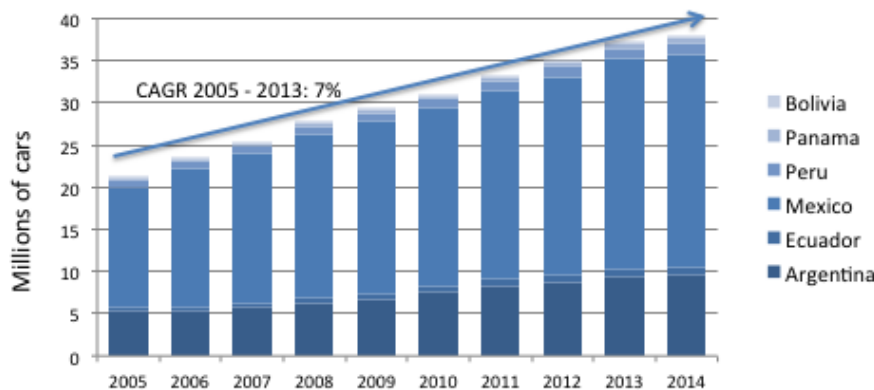
Latin America GDP per Capita has More Than Doubled Since 2000²



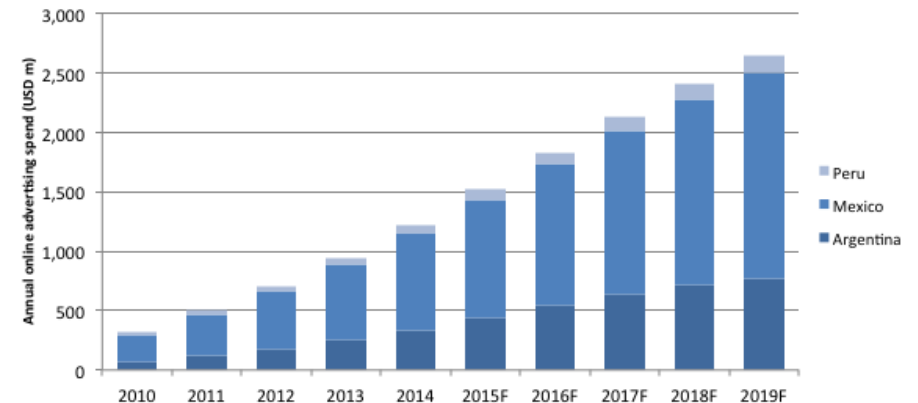
Internet Penetration Growing Strongly



Growing Numbers of Passenger Cars in Use³



Strong Annual Growth in Online Advertising⁴



Source: Frost & Sullivan Notes: 1. eMarketer, Latin American Internet Audience nears 310m, Dec 2104. 2. Latin America includes Argentina, Mexico, Ecuador, Peru, Panama and Bolivia 3. 2014 estimate only, based on extrapolating 2013 actuals by GDP growth rate. 4. Source PWC Entertainment & Media Outlook. Data for Ecuador, Panama and Bolivia not available.



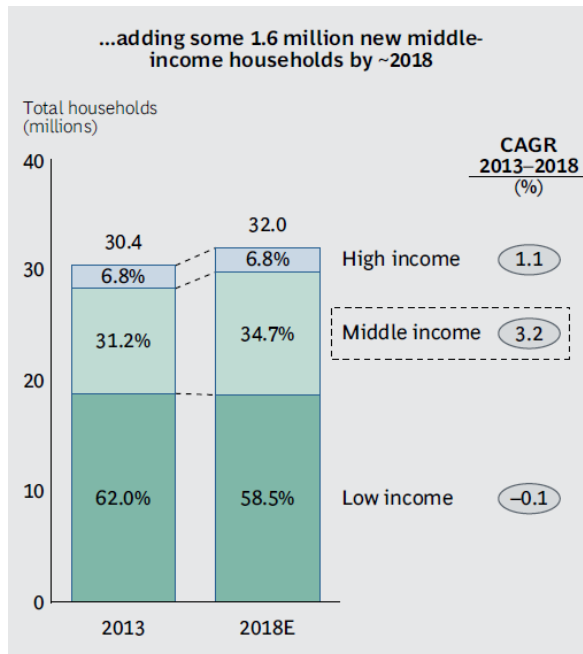
THE BOSTON CONSULTING GROUP

Is It Mexico's Moment?

Preparing for the Inevitable Consumer Boom

"Mexico is poised for a takeoff in consumer spending, powered by millions of households entering the middle class by 2020 and high optimism about the future"

"Consumption by Mexico's middle class is projected to increase by around 7 percent annually through the end of this decade – and could increase faster if the public and private sectors take the actions needed to boost economic growth"



"Years of economic stability are translating into bullishness over the future among surveyed consumers"

"The socioeconomic experience of emerging markets also offers confidence in such predictions. In Brazil, for example, the great leap out of poverty into the middle class occurred roughly a decade earlier than Mexico"

"High levels of optimism and financial security have not yet translated into higher spending"

"It is increasingly important to reach consumers through modern retail channels"



The Economist

“...they (Mexicans) have plenty of room to deploy technology to improve efficiencies in their country’s lumbering “old economy”....and drag Mexico’s \$5 billion-\$7 billion a year advertising business into the digital age. Mexico is way behind its northern neighbour in switching from traditional marketing methods to online and smartphone ads. Many advertisers, for example, still use “yellow pages” paper directories or stick billboards on the sides of lorries. Yet Mexico has one of the world’s highest participation rates on social networks.” Source: The Economist 4-Apr-15 ”

FINANCIAL TIMES

“...the wave of investment in the (car) sector under the current presidency, both from car makers and parts producers, adds up to almost \$20bn, and will create 50,000 jobs. Mexico has risen to become the world’s 7th biggest producer and fourth biggest exporter of cars.”



Latin America: “Retail ecommerce in Latin America is growing at a rapid pace and will approach \$50 billion in 2015. eMarketer estimates that the number of internet users in the region who make at least one purchase via any digital channel will rise by 12.9% this year to reach US\$110m. By 2019, that number is forecast to be US\$151.1m ”

Mexico: “...mobile’s share of digital advertising in Mexico is outpacing the Latin America region at large...By the end of our forecast period, mobile will grab 67.7% share of digital ad spending in the country—a **proportion equivalent to Western Europe as a whole**—while mobile advertising across Latin America will account for 63.9% of total digital ad spending.”

Argentina: “...eMarketer estimates that total media ad spending in Argentina will rise 25.5% this year, reaching \$4.89 billion. At the same time, we expect digital ad spend to surge 32.0% to hit \$430 million.”

Peru: “ (Peru) will boast the fifth-fastest internet user growth worldwide this year... Peru will continue to see the highest internet user gains in Latin America through 2017.... Peru is also home to the fifth-biggest internet user market in Latin America, with 16.0 million consumers of all ages expected to use the internet in 2015—a 10.4% year-over-year increase”

Smartphone Users and Penetration in Latin America, by Country, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
Smartphone users (millions)							
Brazil	29.0	39.7	46.7	54.4	59.5	64.9	68.7
Mexico	22.9	31.3	38.5	45.2	51.7	57.9	62.4
Colombia	11.7	14.4	16.7	19.0	20.9	22.6	24.3
Argentina	8.7	11.0	13.3	15.5	17.5	19.3	20.9
Chile	5.2	6.3	7.1	7.9	8.7	9.3	9.8
Peru	4.0	5.1	6.2	7.3	8.3	9.3	10.1
Other	17.1	24.2	30.6	36.4	41.6	46.6	50.8
Latin America	98.6	132.0	159.1	185.6	208.2	229.9	247.1
Smartphone user penetration (% of mobile phone users)							
Chile	41.9%	49.7%	55.5%	60.9%	65.7%	69.7%	72.8%
Colombia	37.9%	45.3%	51.4%	57.4%	62.1%	66.0%	69.7%
Mexico	30.7%	40.1%	47.4%	54.1%	60.4%	66.2%	70.0%
Argentina	29.7%	36.7%	43.5%	49.3%	54.8%	59.6%	63.6%
Brazil	23.8%	31.3%	35.8%	40.8%	43.6%	46.6%	48.5%
Peru	24.1%	28.7%	33.5%	38.2%	42.5%	46.5%	49.7%
Other	20.1%	27.5%	33.7%	39.2%	43.9%	48.3%	51.7%
Latin America	26.6%	34.3%	40.1%	45.7%	50.2%	54.3%	57.4%

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, April 2015

187906

www.eMarketer.com



FINANCIALS



1H 2015 Income Statement (A\$m)

Revenue	\$2.7m
Other Income	\$0.5m
Operating Expenses	-\$7.5m
EBITDA	-\$4.3m
Less Non-Recurring Operating Expenses	
- Expenses Related to Severances	\$0.6m
- Expenses Related to Issue of Shares	\$0.5m
Total Non-Recurring Operating Expenses	\$1.1m
Underlying EBITDA	-\$3.2m

- 1H 2015 was largely focused on migration of the different websites and integration of the various businesses
- Revenue in 2H 2015 expected to increase along with more aggressive marketing and personnel expenditure
- 2H 2015 will be the first that the underlying businesses will operate as part of the integrated LatAm Autos family with substantial marketing spend

1H 2015 Cash Flow and Cash Position (A\$m)

Cash Inflows from Operations	\$3.3m
Cash Outflows from Operations	-\$7.2m
Net Operating Cash Flows	-\$3.8m
Less Non-Recurring Operating Cash Flows	
- Cash Outflows Related to IPO	\$0.9m
- Cash Outflows Related to Severances	\$0.5m
Total Non-Recurring Operating Cash Flows	\$1.4m
Underlying Operating Cash Flows	-\$2.4m
Cash Position as at 30-Jun-2015	8.7m

- Underlying operating cash flows of -\$2.4m for the first half as a listed company
- Marketing and employee-related cash flows are likely to be more aggressive in 2H 2015 as LatAm Autos seeks to dominate each market it operates in
- In addition to the above, LatAm Autos incurred investing cash outflows, the majority of which were non-recurring in nature

A large, semi-transparent red graphic overlay on the left side of the page, consisting of several overlapping, curved, ribbon-like shapes that form a partial circular pattern.

APPENDIX



PTX is now in place in all of LatAm Autos’ markets. Click [here](#) to see the PTX video presentation

PTX Feature	Description
1 Mobile Friendly	<ul style="list-style-type: none">• Responsive layout to accommodate all mobile devices (iOS, android and other operating systems)
2 Faster	<ul style="list-style-type: none">• Faster navigation, increased functionality and user friendly search functions within the platform
3 Search Engine Responsive	<ul style="list-style-type: none">• Search engine friendly platform to maximise SEO and SEM performance
4 LatAm Autos Branding	<ul style="list-style-type: none">• Distinctively branded sites to retain original domains and brand value, whilst simultaneously associating the brands as a part of LatAm Autos
5 Valuation Tool	<ul style="list-style-type: none">• A free car valuation tool for users based on current and previous listings of same model cars
6 Automotive Content	<ul style="list-style-type: none">• Access to local and international automotive content, generated from our proprietary content team
7 Flexibility	<ul style="list-style-type: none">• New code architecture enabling seamless and faster deployments of new features across the whole platform
8 API Functionality	<ul style="list-style-type: none">• API functionality that enables PTX to interact with third party applications and services



New PTX
BY LATAMAUTOS

0:04 / 1:55

This is the New PTX

LatAm Autos

Subscribe 6

8 views

+ Add to Share ... More

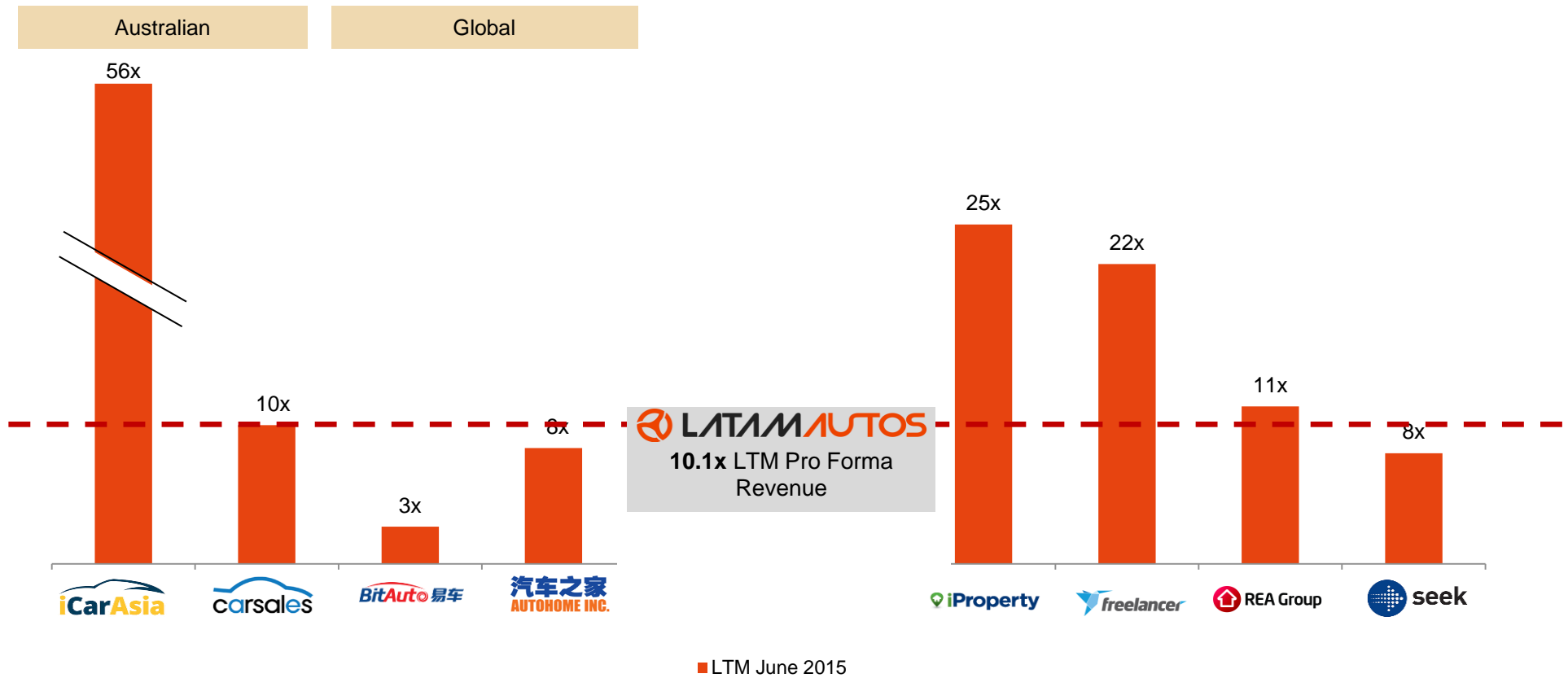


LatAm Autos is trading at an attractive multiple compared to listed peers

EV / Revenue Multiples

Online Auto Classifieds

Australian Online/Internet Businesses





- 1 Content is the key to transfer audience from our social network properties to our content platforms where we can monetize the traffic through display advertising
- 2 Social Networks are Content Channels themselves and we need to be present in order to communicate with new vehicle buyers (especially in developing markets)

Social Network Users and Penetration, 2011-2017¹

		2011	2012	2013	2014	2015	2016	2017
Argentina	Social network users (millions)	14,1	15,9	17,8	19,5	21,2	22,1	22,9
	% of internet users	67.9%	69.5%	71.0%	72.0%	73.0%	74.0%	75.0%
Mexico	Social network users (millions)	24.8	31.8	38.4	44.5	49.9	55.1	60.2
	% of internet users	58.6%	65.0%	68.0%	71.0%	73.0%	75.0%	77.0%

Social Media Tools Used to Research Vehicles According to New-Vehicle Buyers in Mature* vs. Developing Markets**, Sep 2012²

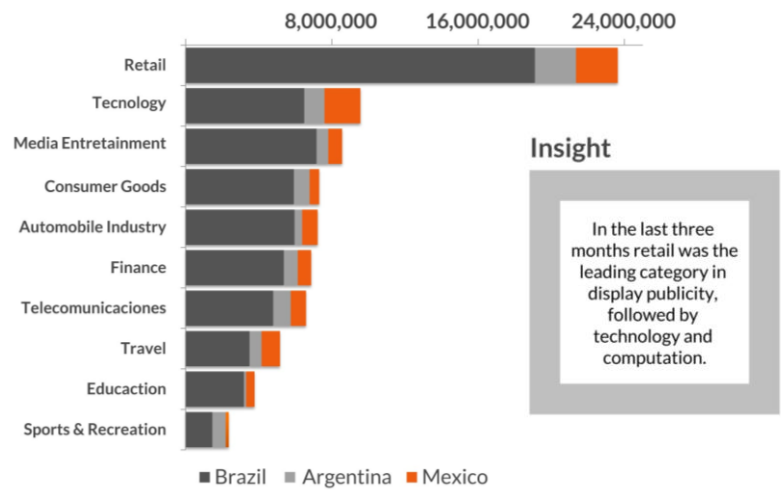
% of respondents	Mature markets*	Developing markets**
Third-party automotive blog or discussion forum	31%	45%
Manufacturer social media sites	15%	44%
Dealer social media sites	13%	42%
Informational/encyclopedia site with user-generated content	15%	32%
Online video-or photo-sharing service	11%	32%
Professional social networking sites	9%	32%
Personal social networking sites	8%	28%
Social messaging/microblogging services	8%	24%
RSS feeds	4%	15%
Social bookmarking sites	4%	14%
None	39%	5%

1. Note: internet users who use a social network site via any device at least once per month Source: eMarketer, April 2013

2. Note: among the 94% of respondents who use the internet to research vehicles; *includes France, Germany, US, UK; **includes Brazil, China, India, Russia Source: Capgemini, "My Car, My Way: Cars Online 12/13," March 19, 2013



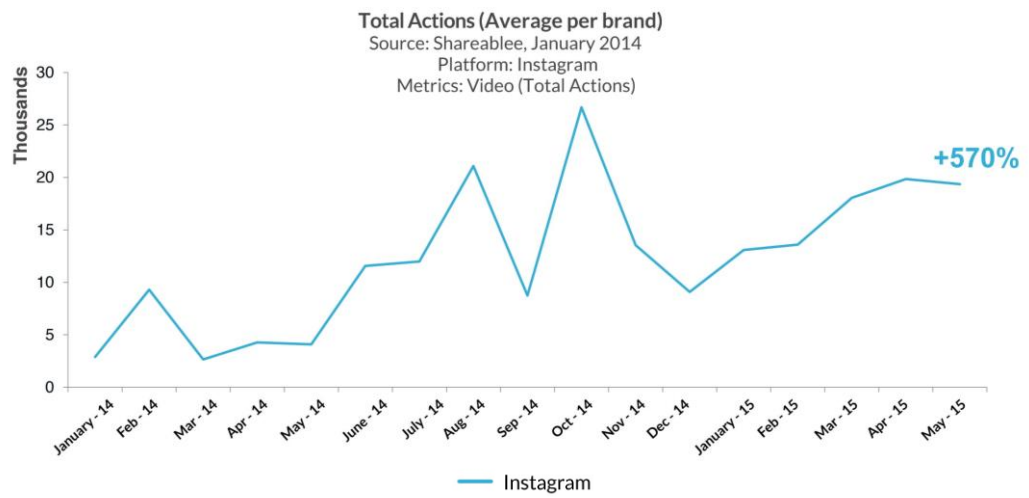
Top Categories in the last three months: Display Ads Impressions Total (000)



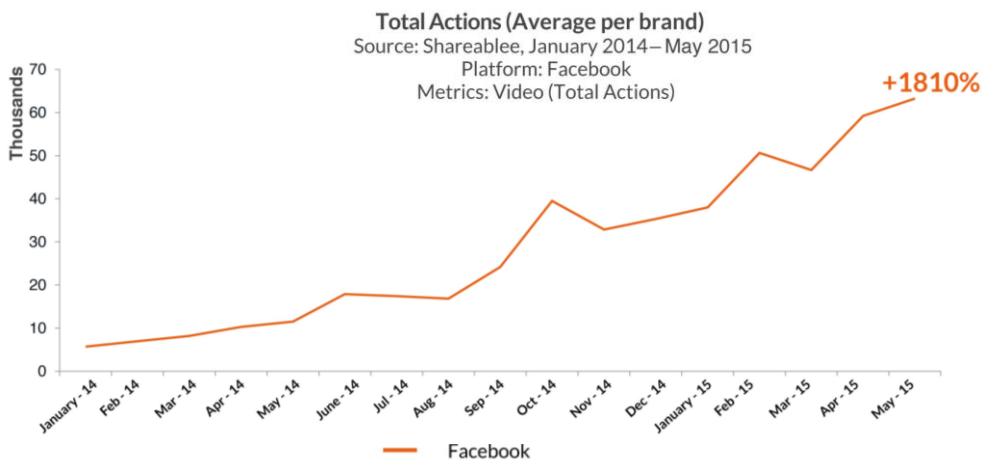
Insight

In the last three months retail was the leading category in display publicity, followed by technology and computation.

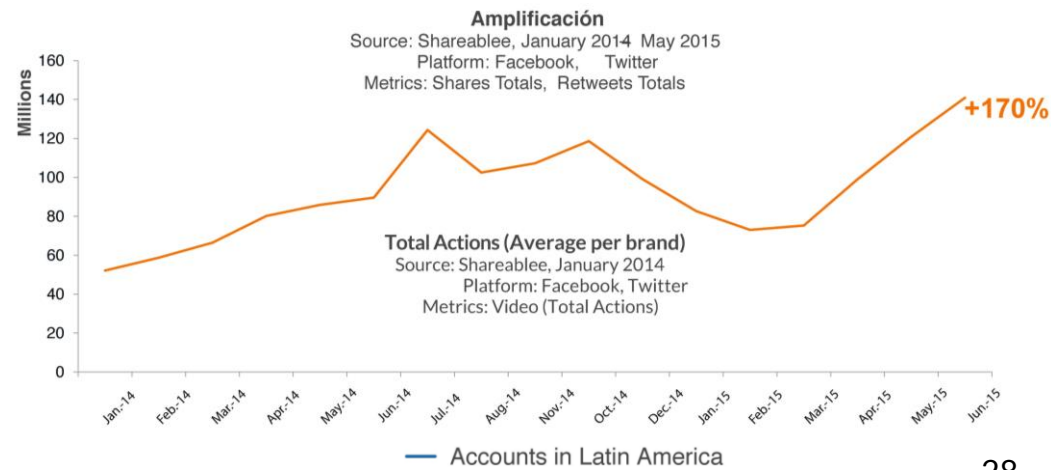
Latin America: Video growth in Video on Instagram



Latin America: Video growth in Video on Facebook



Latin America: Amplification of Content grew 170%



Source: Comscore



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