LATAMAUTOS

# INVESTOR PRESENTATION AND FY14 RESULTS

February 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

**222 million**
combined population

**5.4 million**
total monthly sessions*

**3.4 million**
unique monthly visits*

**~76,000**
Listings*

**$6.1 million**
in 2014 revenue^

## WEB PROPERTIES

- MEXICO — DEMOTORES.com, seminuevos.com
- ECUADOR, PANAMA, BOLIVIA — PATIOTuerca.com
- PERU — todoautos.pe
- ARGENTINA — AUTOFOCO.com


## OUR STORY

- Early mover in the Latin American online classifieds industry
- Applying a proven successful business model in Australia and developed markets to one of the most exciting emerging market regions
- Positioned to capitalise on the disruptive shift of classifieds advertising from print 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

*As at 31 December 2014

^Based on proforma revenues of combined businesses

# KEY INVESTMENT HIGHLIGHTS

*Satellite picture taken looking north over Argentina and Chile from Punta Arenas and Falkland Islands up to Santiago, Buenos Aires and Montevideo*

# Key Investment Highlights

LatAm Autos is strategically positioned for growth with leading positions in the right markets at the right time

## 1 Market Leading Assets

| PATIOTuerca.com | DEMOTORES.com / seminuevos.com | AUTOFOCO.com – El medio de mayor ofertas de vehículos | todoautos.pe |
|---|---|---|---|
| #1 in Ecuador, Panama & Bolivia[1] | #1 in Mexico[1] | Top 3 in Argentina[1] | #1 in Peru[1] |

## 2 Rapidly Growing Industry

**Growth market exposure**
- Forecast GDP per capita growth of 4.0% over next 5 years and combined LatAm Market population of 222m[2]

**Attractive industry profile**
- Online ad expenditure growing rapidly in LatAm (22% p.a. to 2018) [2]
- Large total addressable market size with annual automotive advertising spend of A$695m[2]

**Increasing motorisation rate**
- 3x more new car sales since 2005 than Australia, with 1.63m new cars sold in 2013 alone[2]
- Increasing car ownership[2]

**Structural shift to online classifieds**
- Disruptive shift underway in classifieds advertising from print to online
- Shift expected to accelerate in LatAm Markets as internet penetration increases[2]

## 3 Strong Business Model

**Regional business model**
- Significant benefit from regional platform comprising 6 Spanish speaking countries
- Organisational, marketing & back-end technology synergies

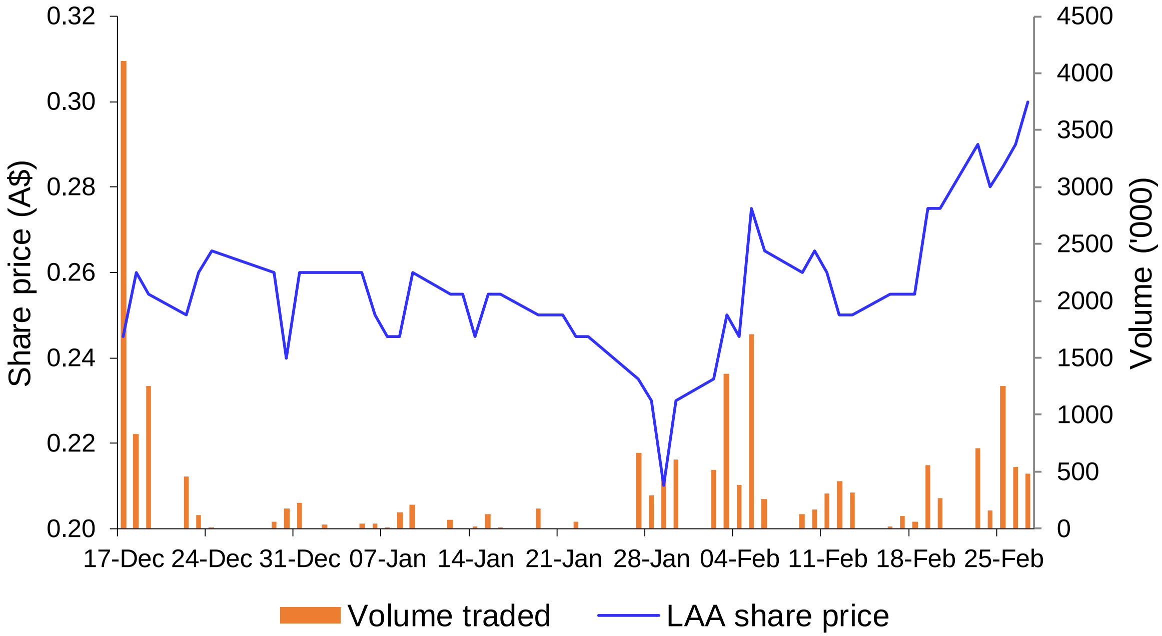
**Targeted monetisation strategy**
- Monetisation pathways designed based on market position, competitive landscape and scale of each portfolio business
- Strategy to achieve traffic & listing growth, product offering, ad group mix and pricing structure to build a dominant, sustainable, and high-margin platform

## 4 Highly Experienced Team

**Experienced board & management**
- Over 40 years' combined management experience in establishing, operating, growing and monetising online classifieds businesses globally and in Latin America

1. Ranking by total unique visitors measured over the 6 month period to 31 December 2014 for LatAm Autos' websites using similarweb.com and comparing to other dedicated online auto classifieds competitors using similarweb.com. 2. Frost & Sullivan

LAA share trading since IPO




| | |
|---|---|
| ASX code | LAA |
| Listing price (17-Dec-14) | $0.30 |
| Share price (27-Feb-15) | $0.30 |
| Issued capital | 239.8m |
| Market Capitalisation | $71.9m |
| Net cash | $12.8m |
| Enterprise Value | $59.2m |
| Average daily volume | 440k shares |

# PTX UPDATE AND FY14 RESULTS

# PTX Rollout

PTX rollout continues ahead of schedule and is forecast be in all markets by the end of May 2015

| PTX Feature | | Description |
|---|---|---|
| 1 | Mobile Friendly | • Responsive layout to accommodate all mobile devices (iOS, android and other operating systems) |
| 2 | Faster | • Faster navigation, increased functionality and user friendly search functions within the platform |
| 3 | Search Engine Responsive | • Search engine friendly platform to maximise SEO and SEM performance |
| 4 | Latam Autos Branding | • Distinctively branded sites to retain original domains and brand value, whilst simultaneously associating the brands as a part of LatAm Autos |
| 5 | Valuation Tool | • A free car valuation tool for users based on current and previous listings of same model cars |
| 6 | Automotive Content | • Access to local and international automotive content, generated from our proprietary content team |
| 7 | Flexibility | • New code architecture enabling seamless and faster deployments of new features across the whole platform |
| 8 | API Functionality | • API functionality that enables PTX to interact with third party applications and services |

# Summary Financial Results

## Highlights

- 2014 was the first year of operations for the Company which reports on a calendar year basis
- Total of 5 companies acquired between 15th September and 24th December 2014 to establish the leading regional online auto classifieds company in Latin America
- Proforma revenue growth in all markets except Argentina in both A$ and local currency terms
- Unaudited statutory revenue of A$950k, representing the part year contribution from each company acquired
- On a proforma basis*, overall FY14 Revenues of A$6.1 million, down 8% in AUD terms compared to FY13 due to decline in revenues from the Argentinian market

| Proforma Revenue (A$m) | CY13 | CY14 | Change y.o.y. |
|---|---|---|---|
| Argentina | 4.0 | 2.4 | -40% |
| Mexico | 1.4 | 1.6 | 8% |
| Ecuador | 0.8 | 1.7 | 106% |
| Peru | 0.3 | 0.4 | 30% |
| Panama/Bolivia | 0.0 | 0.0 | NA |
| Australia (Latam Autos Ltd) | 0.0 | 0.0 | NA |
| Total | 6.6 | 6.1 | -8% |

| Proforma Revenue (Local CCY) | CY13 | CY14 | Change y.o.y. |
|---|---|---|---|
| Argentina | 21.8 | 17.4 | -20% |
| Mexico | 18.2 | 18.4 | 1% |
| Ecuador | 0.8 | 1.5 | 83% |
| Peru | 0.7 | 0.9 | 26% |
| Panama/Bolivia | 0.0 | 0.0 | NA |
| Australia (Latam Autos Ltd) | 0.0 | 0.0 | NA |
| Total | NA | NA | NA |

| Currency | 2013 | 2014 |
|---|---|---|
| AUD:USD | 0.96 | 0.86 |
| AUD:ARS | 5.42 | 7.28 |
| AUD:MEX | 12.57 | 11.89 |
| AUD:PEN | 2.56 | 2.48 |

- Strong market conditions in all markets except Argentina
  - Argentinian peso depreciated 34% on average in 2014

*Unaudited Proforma financials for comparison purposes only and were calculated assuming all businesses owned 100% for the entire 2014 calendar year

# Peer Operating Stats Comparison

LatAm Autos markets are similar in scale to iCar Asia, but trades at a 74% discount based on the current enterprise value of both companies

| | LATAMAUTOS | iCarAsia | carsales.com ltd |
|---|---|---|---|
| Countries | Argentina, Mexico, Ecuador, Peru, Panama, Bolivia | Malaysia, Thailand, Indonesia | Australia[3] |
| Number of Languages | 1 (Spanish) | 3 | 1[3] |
| Combined Population (m) | 222 | 349 | 23[3] |
| Financial Year 2014 Revenue (A$m) | 6.1[5] | 2.8 | 235.6[4] |
| Total Revenue / listings (A$)[6] | 80[5] | 8 | 1,160 |
| Current Listings ('000) | 76 | 528 | 203 |
| Unique Monthly Visits (m) | 3.4 | 5.9 | 5.1 |
| Auto Advertising Market Size (A$m) | 695 | 378 | 1,000[3] |
| Annual growth rate of passenger cars in use (CAGR) | 6.0% - 9.8% | 6.9% - 9.7% | 2.4%[3] |
| Weighted Average Internet Penetration | 45% | 32% | 83% |
| Weighted Average GDP per Capita (US$) | 8.681 | 4,537 | 67.310 |
| **Market Capitalisation (A$m)** [1] | **$72m** | **$246m** | **$2,350m** |
| **Enterprise Value (A$m)** [1] | **$59m** | **$231m** | **$2,551m** |

Sources: Prospectus, Frost & Sullivan Independent Market Report, World Bank, Broker research, iCar Asia Annual Report 2013, iCar 1H 2014 Investor Presentation, Feb-15 presentation, iCar Asia Prospectus, Carsales FY14 results presenetation
Note: 1. As at 21-Jan-2015. 2. Assumes $1.5m 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. Proforma financials for comparison purposes only and were calculated assuming all businesses owned 100% for the entire 2014 calendar year. 6.Average revenue per listing used as guide to gauge level of monetisation

# LEADING MARKET POSITIONS

# Well Known Assets with Leading Market Positions

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

| | | Ecuador, Panama, Bolivia | Mexico | | Argentina | Peru | Total |
|---|---|---|---|---|---|---|---|
| Business | Business(es) | PATIOTuerca.com PASIÓN POR LOS MOTORES | DEMOTORES | seminuevos.com | AUTOFOCO.com El medio de mayor ofertas de vehículos | todoautos.pe | |
| | FY14 Proforma/Revenue (A$m) | A$1.7m | A$1.6m | | A$2.4m | A$0.4m | A$6.1m |
| | Website(s) | patiotuerca.com | demotores.com | seminuevos.com | autofoco.com | todoautos.pe | 5 websites |
| Competitive Position | Market position by traffic[1] | **No. 1** | **No. 1** | | **Top 3** | **No. 1** | **No.1 or Top 3** |
| | Unique monthly visits[2] | 597,980 | 1,159,520 | | 526,875 | 1,119,856 | 3.4m |
| | Total monthly sessions[2] | 1,354,211 | 1,752,904 | | 850,592 | 1,475,529 | 5.4m |
| | Listings | 15,499 | 24,603 | | 31,602 | 4,591 | 76,245 |
| Auto Ad Market | Passenger cars (m)[3] | 1.6m | 23.6m | | 8.7m | 1.3m | 35.2m |
| | Car ownership % | 5% | 20% | | 21% | 4% | 16% |
| | New car sales 2013 (m)[3] | 0.13m | 0.70m | | 0.66m | 0.14m | 1.63m |
| | Auto ad spend[3] | $9.4m[4] | $583m | | $89m | $14m | $695m |
| | Online share of Ad spend[3] | 1% (Ecuador) | 9% | | 7% | 4% | ~8% |
| Demographic | Population[3] | 30m[4] | 121m | | 41m | 30m | 222m |
| | Internet penetration[3] | 40%-43%[5] | 43% | | 60% | 39% | 45% |
| | GDP per capita (A$)[3] | $5,393[4] | $10,307 | | $14,760 | $6,660 | $9,979 |

1. Ranking by total monthly unique visitors measured over the 6 month period to 31 December 2014 for LatAm Autos' websites using Google Analytics and comparing to other dedicated online auto classifieds competitors using similarweb.com. 2. Source: Google analytics 3. Frost & Sullivan, Independent Market Report. 4. Ecuador, Panama and Bolivia combined. 5. Range across Ecuador, Panama and Bolivia.



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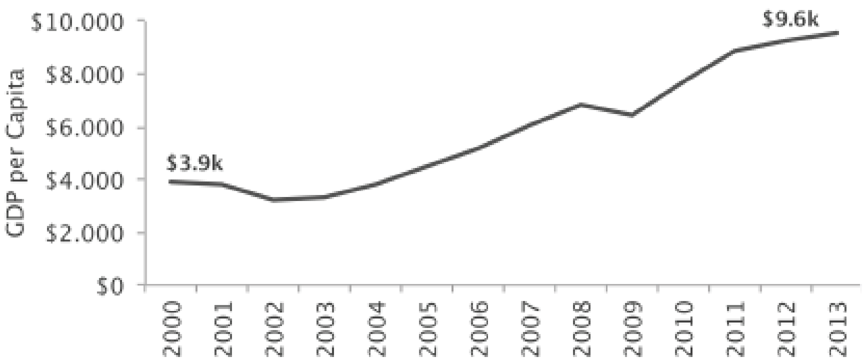
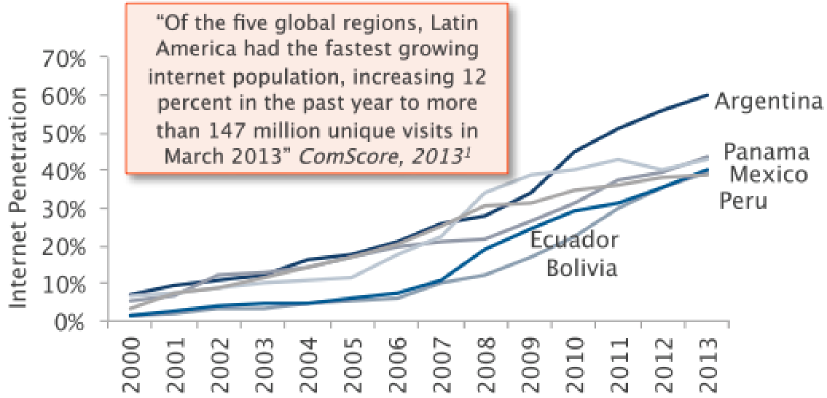
# Strong Market Growth with Significant Upside

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

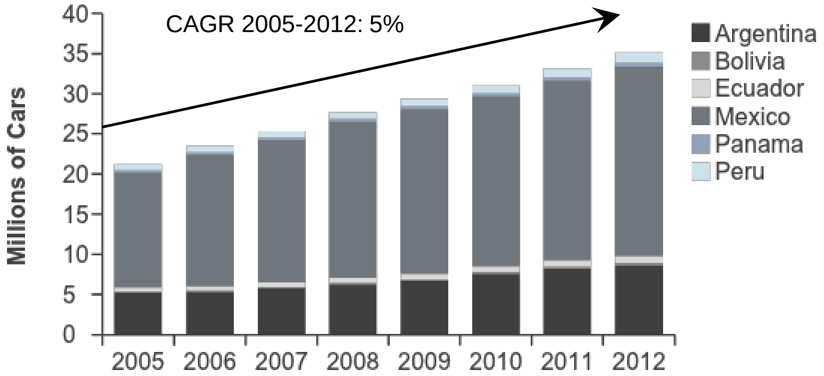
## Latin America GDP per Capita has More Than Doubled Since 2000[2]



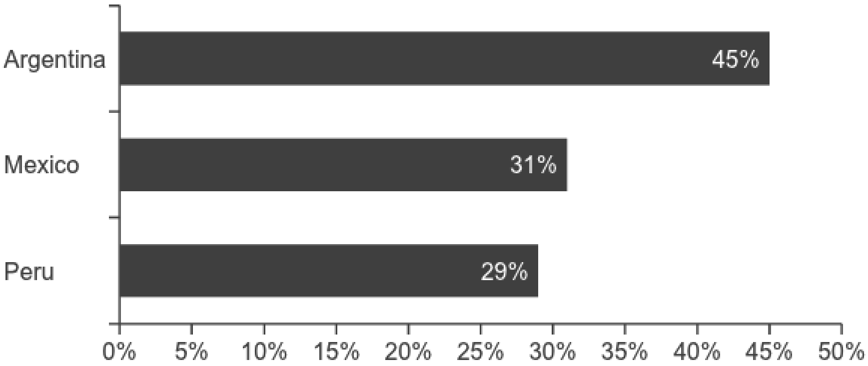

## Internet Penetration Growing Strongly




## Growing Numbers of Passenger Cars in Use



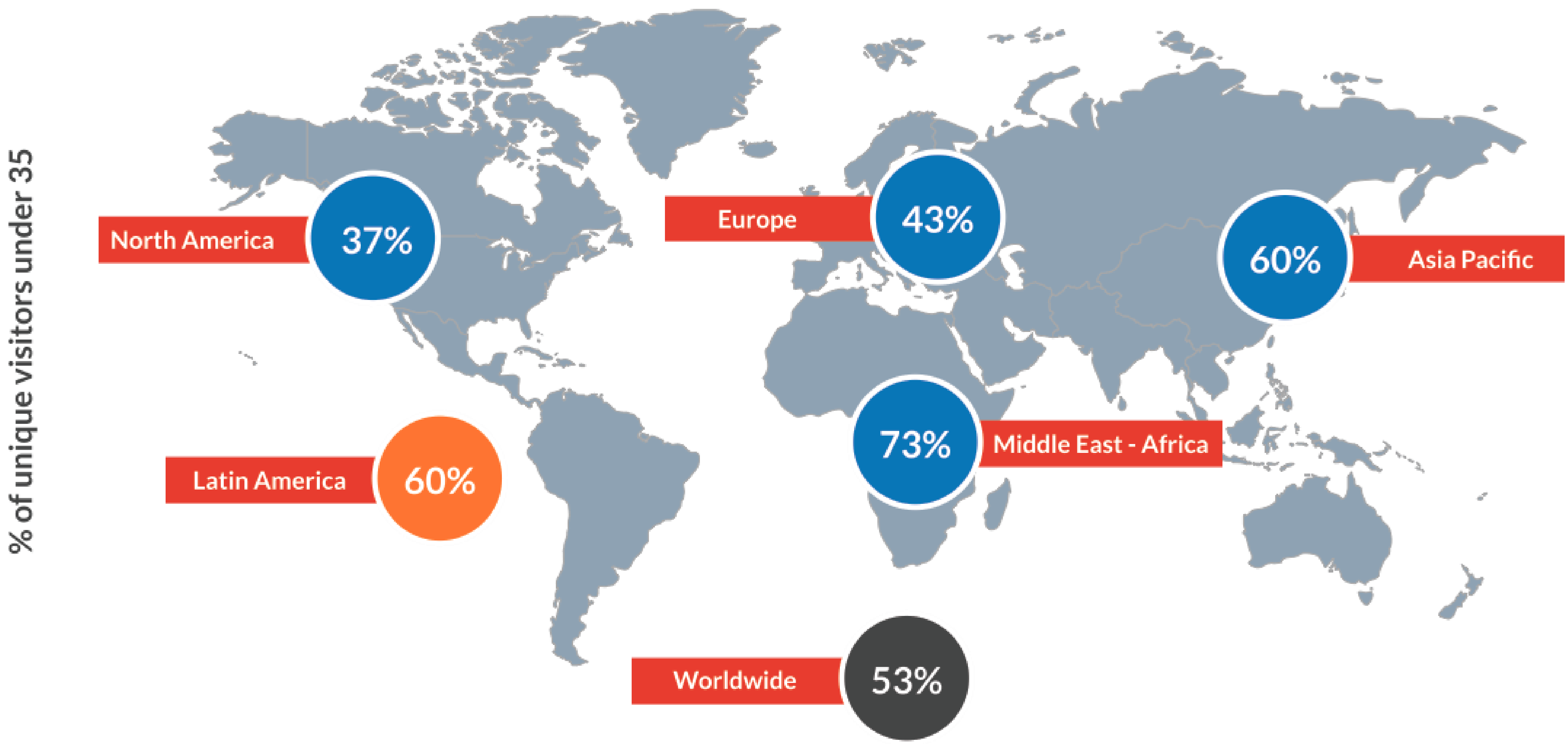

## Annual Growth in Online Advertising of 29% to 45%[3]




Source: Frost & Sullivan Notes: 1. ComScore, *2013 Latin America Digital Future in Focus* 2. *Latin America includes Argentina, Mexico, Ecuador, Peru, Panama and Bolivia* 3. *Argentina data is for 2012, Mexico and Peru is for 2013, data for other countries not available*

# One Of The Youngest Internet Populations Globally

## In Latin America, 60% of the audience is under 35 years old




comScore #LunchAndLearnMiami Source: comScore Media Metrix®, June 2014, Home and Work, PC/Laptop Only, 15+, statista.com

# TARGETED MONETISATION STRATEGY

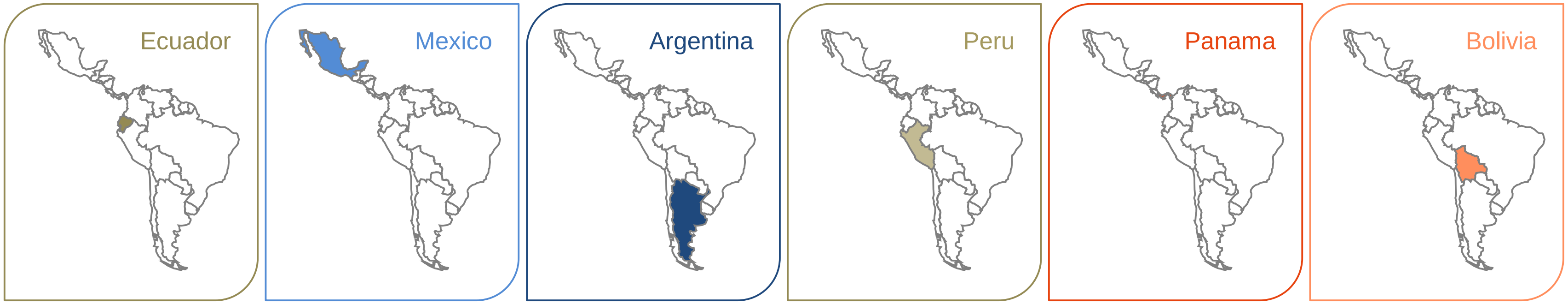
# Targeted Monetisation Strategy

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

| Revenue Sources | | Structure of Fees & Charges |
|---|---|---|
| 1 | Automotive Dealers | • Subscription service<br>– Dealers purchase a particular number of spaces in order to display their inventory<br>• Advertising<br>– Fees for the promotion of dealers' brands on LatAm Autos' websites<br>• Lead generation<br>– 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<br>• Depth products<br>– Opportunity for dealers to pay more to enhance and highlight a listing |
| 2 | Private Listings | • Listing fees<br>– Private sellers are charged listing fees under different plans and structures to advertise and sell vehicles using LatAm Autos' classifieds websites<br>• Depth products<br>– Opportunity for private sellers to pay more to enhance and highlight a listing |
| 3 | General Advertising | • Display banners<br>– Fees charged for display advertising for automotive brands, automotive related companies (such as car finance and insurance providers) and other non-automotive related companies<br>• Content and premium content generation<br>– Fees charged to automotive and/or automotive part manufacturers or institutional dealers seeking to promote their goods or services<br>• Communication tools<br>– 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 |
| 4 | New Car Lead Generation | • Expected to be strategic future revenue source as markets mature<br>• Currently operational in Ecuador and Mexico, intention to roll out across group |

# Strategy by Market

## LatAm Autos has a clear plan to monetise each region in which it operates[1]



| | Ecuador | Mexico | Argentina | Peru | Panama | Bolivia |
|---|---|---|---|---|---|---|
| IT & Mobile | • Roll out new PTX platform<br>• Continued support of mobile app | • Integrate Demotores & SemiNuevos technology platforms<br>• Continued support of mobile app | • Roll out new PTX platform<br>• Continued support of mobile app | • Integrate Demotores & TodoAutos technology platforms<br>• Develop mobile app | • Roll out new PTX platform<br>• Continued support of mobile app | • Roll out new PTX platform<br>• Continued support of mobile app |
| Marketing | • Increase offline presence to promote online migration through marketing | • Aggressive online and offline advertising campaign | • Increase online and offline marketing<br>• Relaunch of AutoFoco.com brand | • Relatively aggressive advertising campaign | • Intermediate spend on advertising | • Moderate spend on advertising |
| Listing Strategy | • Paid | • Freemium | • Freemium | • Initially free<br>• Transition to freemium | • Freemium | • Freemium |
| New Products | • Car valuation tool[2]<br>• Lead generation<br>• Cazadores | • Car valuation tool[2]<br>• Lead generation<br>• CRM<br>• DMS | • Car valuation tool[2]<br>• Lead generation<br>• CRM<br>• DMS<br>• Cazadores | • Car valuation tool[2]<br>• Lead generation<br>• CRM<br>• DMS<br>• Auto content | • Car valuation tool[2]<br>• Lead generation<br>• CRM<br>• DMS<br>• Cazadores<br>• Auto content | • Car valuation tool[2]<br>• Lead generation<br>• CRM<br>• DMS<br>• Cazadores<br>• Auto content |
| Other | | • Unification of Demotores and SemiNuevos brands | • Gradual phase out of print platform | • Unification of Demotores and TodoAutos brands<br>• Utilization of content platform in other countries | | |

Notes:
1. Strategy reflects management's current intentions and may change subject to business conditions
2. Car valuation tool, Evaluator, already exists on the Patiotuerca platform and is a similar concept to Redbook in Australia



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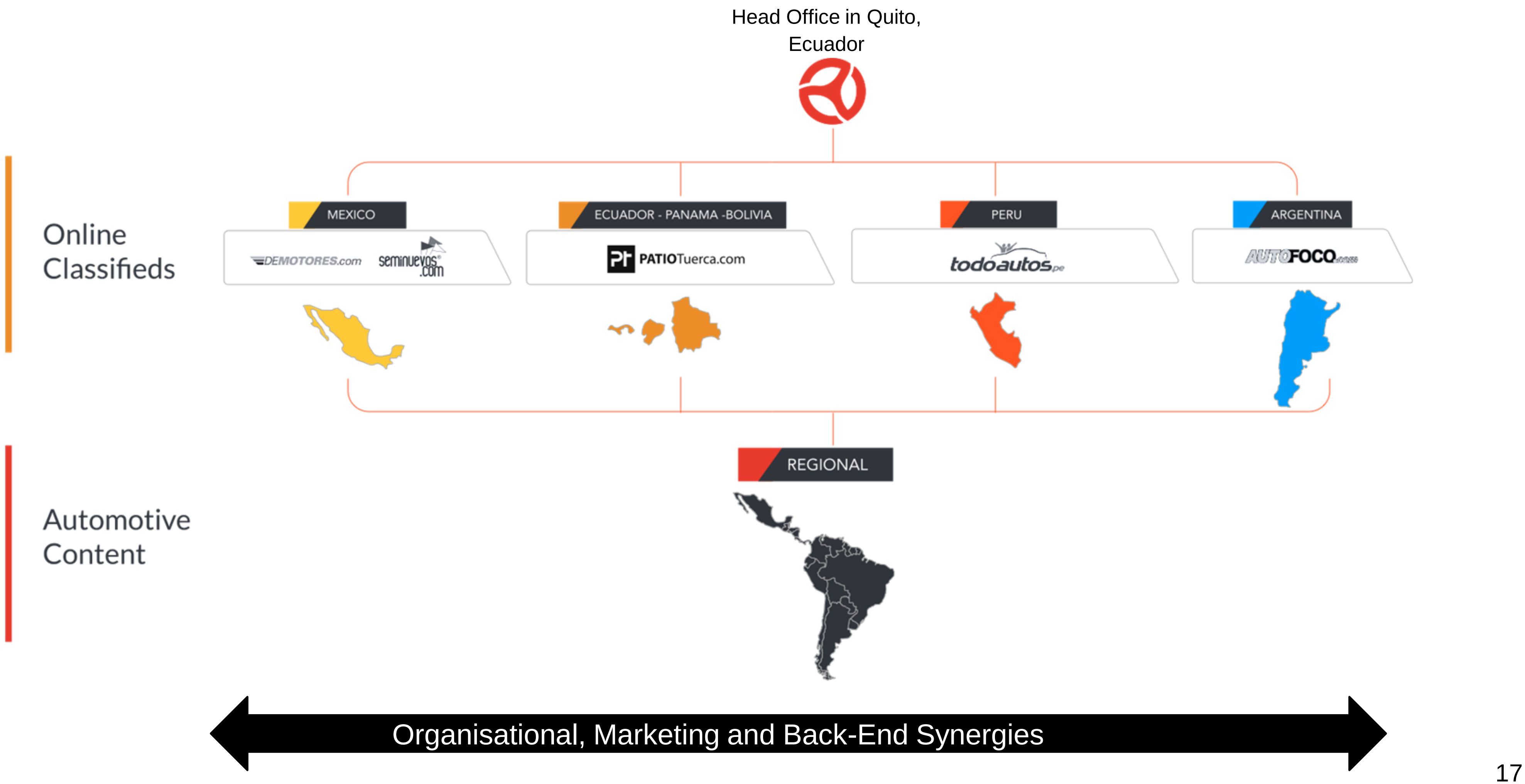
# Regional Business Model

LatAm Autos' portfolio is 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 has a highly experienced Board of Directors

**Tim Handley**
*Co-Founder and Executive Chairman*

- 11 years mergers & acquisitions, equity and debt capital markets experience (including 6 years in Latin America)
- Prior to Latam Autos, was founder and Managing Director of Chestnut Partners, a South American focussed boutique corporate finance firm based in Sao Paulo, Brazil, advising companies such as Westfield and Pacific Hydro in Brazil
- Previously with Gresham Partners and UBS. His transaction experience includes takeover defences of Colorado Group, Queensland Cotton and Redflex Holdings as well as the attempted merger of BHP/Rio Tinto and acquisition of Pacific Hydro

**Michael Fitzpatrick**
*Independent Non-Executive Director*

- Founded the pioneering infrastructure asset management company Hastings Funds Management Limited in 1994, after leaving professional football in 1983 and working for the Treasury of the State of Victoria
- Other external appointments (current and recent) include Non-executive Director of Rio Tinto Limited (since 2006), Non-executive director of Carnegie Wave Energy Limited (since 2012), Chairman of Infrastructure Capital Group Limited (since 2009), Chairman of the Treasury Group Limited (since 2005), Commissioner and chairman of the Australian Football League (since 2003 and 2007 respectively), and director of the Walter & Eliza Hall Institute of Medical Research (since 2001)

**Simon Clausen**
*Independent Non-Executive Director*

- Over 17 years experience in high growth technology businesses in both Australia and the United States
- Founder and CEO of WinGuides, which later became PC Tools. PC Tools grew to have over $100m in revenue, over 250 employees and offices in 7 countries before being acquired by Symantec Corporation (NASDAQ:SYMC) in 2008 for US$262m in one of Australia's largest ever technology acquisitions at the time
- Following the acquisition Simon became a Vice President at Symantec, before leaving in 2009 and founding Startive Ventures, a specialised technology venture fund
- Founding investor of freelancer.com, a leading online global outsourcing marketplace

**Colin Galbraith**
*Independent Non-Executive Director*

- Special Advisor to Gresham Partners Limited: Joined Gresham in 2006 after 28 years as a partner of Allens Arthur Robinson, advising many of Australia's leading corporations in a series of landmark mergers, acquisitions and commercial transactions
- Colin has been Chairman of BHP Billiton Community Trust (since 1984), a Director of Arrium Limited (since 2000), Colonial Foundation (since 2012) and Chairman of CARE Australia (since 2014; Director since 2004)
- Previously a Director of Australian Institute of Company Directors and listed companies Azon Limited, Colonial Limited, GasNet Australia (Group) and Commonwealth Bank of Australia Limited

# Senior Management Team

LatAm has assembled a Latin American-based management team with unrivalled experience in founding, developing and monetising dominant online classifieds businesses

| | | |
|---|---|---|
|  | Jorge Mejía Ribadeneira<br>*CEO* | • Experienced Latin America digital media executive with 15 years' experience<br>• Founder of multitrabajos.com, Ecuador´s foremost jobs search engine, acquired by Navent (Tiger Global)<br>• Led the successful acquisition of five different Latin American based online classified sites as Regional Vice President of Navent<br>• 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 |
|  | Gareth Bannan<br>*Co-Founder and CFO* | • Ten years M&A and capital markets experience (including three years in LatAm)<br>• Prior to LatAm Autos, Director of Chestnut Partners, a South American focused boutique corporate finance firm based in Sao Paulo, Brazil<br>• Former head of corporate finance for canaldoimovel.com.br, the investment company that owns one of Brazil's largest online property classifieds<br>• Previously at KPMG Corporate Finance and Rabobank in Australia<br>• Substantial operational and advisory experience with online classified companies in numerous LatAm markets |
|  | Ariel Cilento<br>*Chief Operations Officer* | • 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.<br>• 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.<br>• Prior to Dridco Ariel was the Vice President and Country Manager for Bumeran.com, a leading online employment classifieds business in Latin America. |
|  | Jacobo Moreno<br>*Chief Technology Officer* | • Responsible for LatAm Autos' technology platform across all geographies<br>• 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<br>• Founder of PatioTuerca.com, the largest car classified portal in Ecuador, Bolivia and Panama<br>• Also founded and managed Vive1.com, one of Ecuador's leading real-estate portals |
|  | Jose Luis Checa<br>*Chief Business Development Officer* | • Responsible for the development and control of the operations of LatAm Autos<br>• Economist and lawyer with 15 years of experience in the banking industry<br>• Managed finance and administrative departments for Ecuador's largest bank, Banco Pichincha<br>• Led important mergers and acquisitions in Ecuador and Latin America |

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