



ASX/Media Release

Latam Autos launches automotive content site motorbit.com

Melbourne, Australia; 16 March 2015: LatAm Autos, a leading online auto classifieds business in Latin America, today announced the launch of the first regional automotive content platform in Latin America, Motorbit.com to complement its online classifieds businesses.

Based on the success of a similar website offered by the company's Peruvian business, todoautos.pe, Motorbit.com has been launched to provide a regional, Spanish speaking information and news source on the automotive industry.

The site will provide the ability for content integration with LatAm Autos automotive classifieds sites and offer select advertisers the ability to access a highly-targeted demographic of automotive customers in Latin America.

Regional Synergies

Content will comprise local, regional and international news and events that provides a locally relevant news feed as well as a global perspective to Latin American visitors. The launch of Motorbit.com highlights the intrinsic benefits of operating a regional business in Spanish speaking markets, while maintaining the future opportunity to establish a Portuguese version of Motorbit.com targeted at the Brazilian market in the future.

Content Sourcing

Motorbit.com will source content from a team of experienced staff and freelancer writers, with in-house journalists located in Ecuador and Peru, and plans to recruit additional journalists in Mexico, Argentina and Panama.

For further information please refer to the presentation on motorbit.com released to the ASX.

LatAm Autos is a leading dedicated online auto classifieds and content platform with operations in six countries in Latin America - Argentina, Mexico, Ecuador, Peru, Panama and Bolivia. As early movers in the region's online auto classifieds industry, LatAm Autos is positioned to capitalise on the shift of auto classifieds advertising from traditional print media sources to online channels. For more information on LatAm Autos, please visit its website: www.latamautos.com.

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