



PTX Launch: Complete

April 2015

This is the new PTX (click to play)



The video player shows a sleek, dark-colored sports car, the PTX, against a vibrant red background with a geometric, low-poly pattern. The text 'New PTX' is prominently displayed in white, with 'BY LATAMAUTOS' in smaller letters below it. The video player interface includes a progress bar at 0:04 / 1:55, standard playback controls, and a title 'This is the New PTX' by 'LatAm Autos'. Below the title, there is a 'Subscribe' button with a notification bell icon and the number '6'. The view count is '8 views'. At the bottom, there are icons for 'Add to', 'Share', and 'More', along with like and dislike buttons showing '0' each.

New PTX
BY LATAMAUTOS

0:04 / 1:55

This is the New PTX

LatAm Autos

Subscribe 6

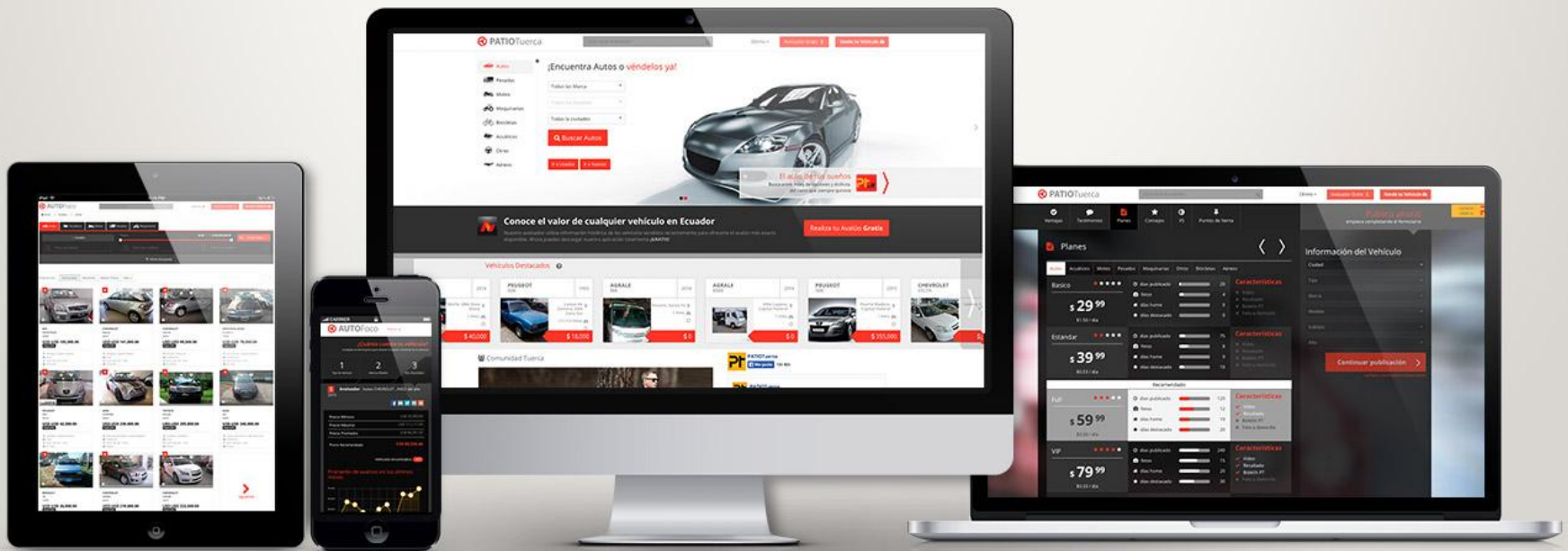
8 views

+ Add to Share ... More

0 0

The backbone of LatAm Autos' technology unifies all our properties across countries:

User friendly - Powerful - Connected - Across devices



First major technology project, PTX is now in place in all markets:

1 ahead of the original schedule (originally forecast to be complete by end of 1H15)

2 and within budget



1 One code architecture across our properties

2 Enabling seamless and faster deployments of new features across the whole platform

3 **PTX** comes with a localization module enabling multi-currency, multi-pricing and regional specificities

4 The module is operated by non-tech teams so that our engineers focus on value-added projects



— PATIOTuerca

— SEMINuevos

— AUTOFoco

— TODOAutos

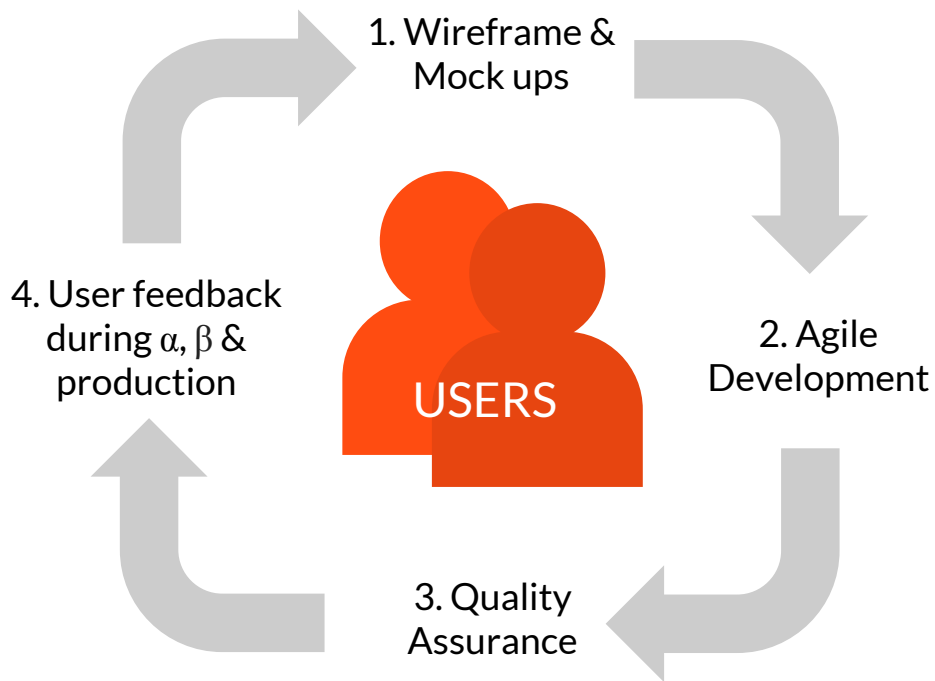
— deMOTORES



You've got to start with the customer experience and work back toward the technology - not the other way around.

- Steve Jobs -

Product Development around our users' needs



Example: Our Search Tool Power, Speed & Simplicity

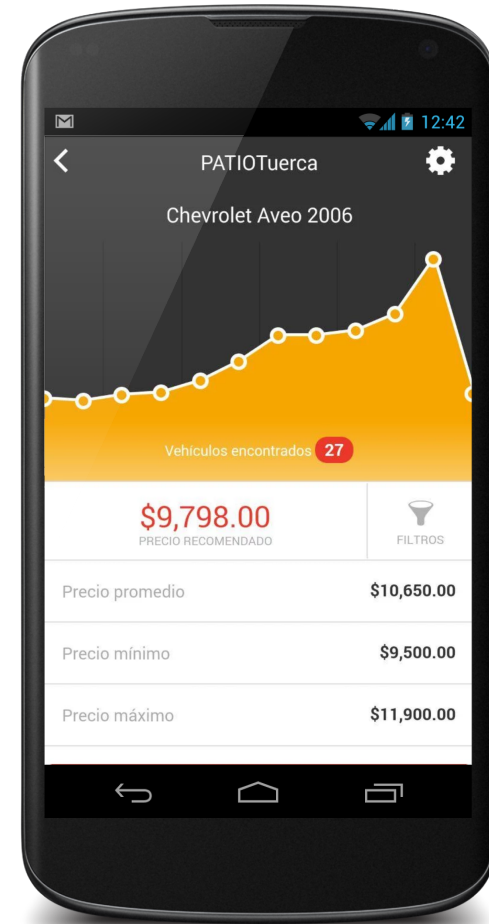
- 1
Some people prefer simple search
- 2
Others value advanced search filters
- 3
We provide both user experiences without one to damage the other

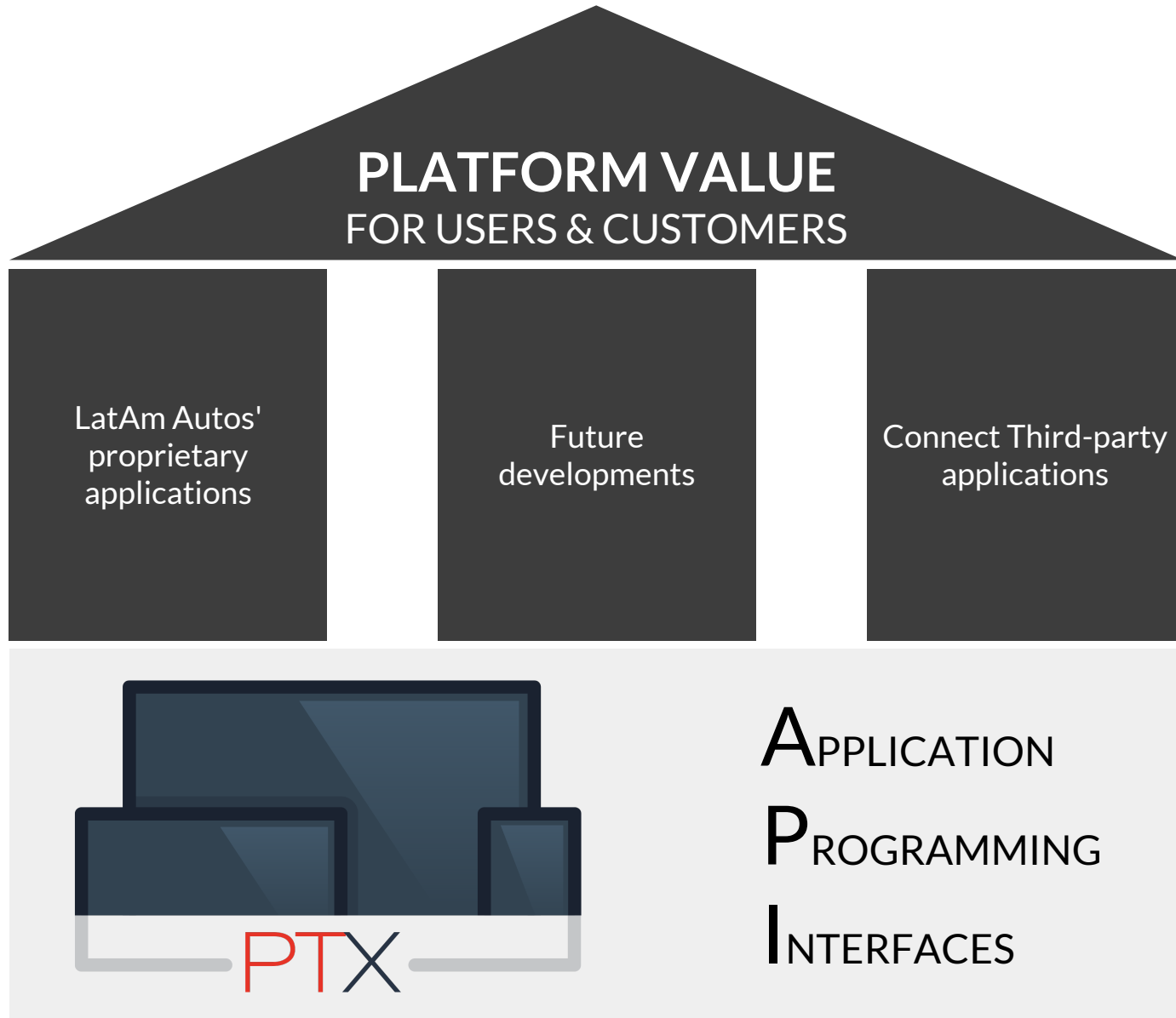
- 1 We maintain the same user experience across devices
- 2 You can have as much **power** on mobile as you have on the desktop
- 3 We were ready for Google's major mobile search algorithm update on April 21st

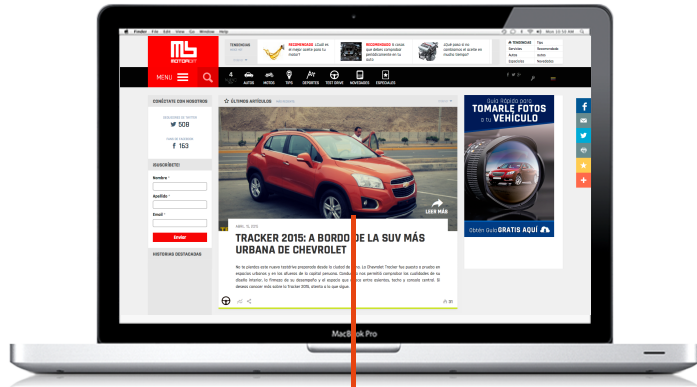




The Valuation Tool works both on Android & iOS







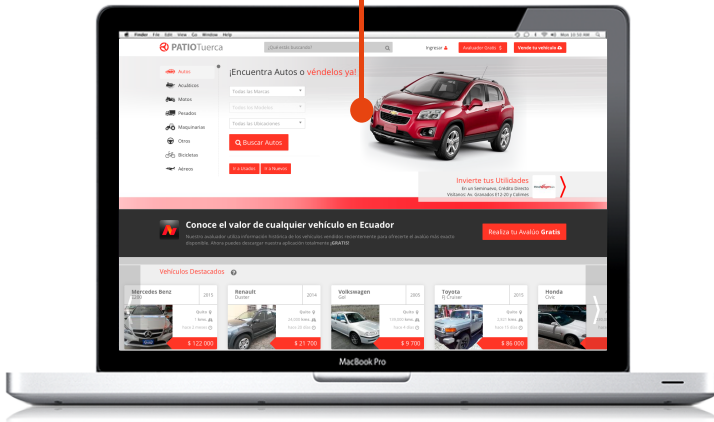
The right audience

We can segment our user base with extreme granularity, based on:

- the vehicles they evaluate, compare, research, buy, sell
- the content they watch, like, dislike, share
- the behaviours they show on our platforms

The right information

Based on the specific user group, we'll help you build the right content: Display ads, special offers, premium content



Timely

You can choose when the selected group of users is exposed to your ad:

- On specific used car classified pages
- While he downloads a content piece
- Email triggered after a user checks one of your car reviews
- Remarketing

From classified to content

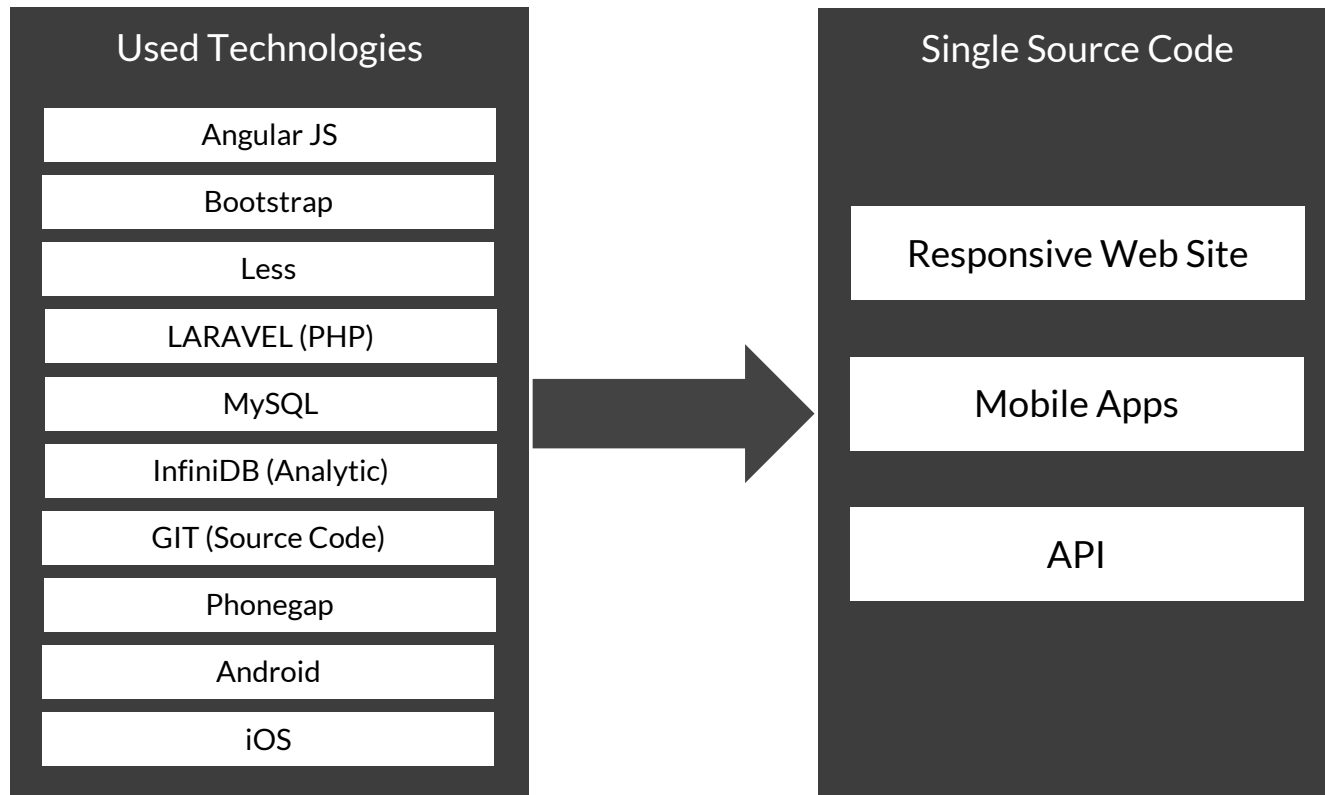
The screenshot shows the PATIOtuerca website interface. At the top, there's a navigation bar with 'PATIOtuerca' and a search bar. Below it, a large banner for 'Encuentra Autos o véndelos ya!' features a red Chevrolet Tracker. To the left, a sidebar lists categories like 'Auto', 'Accesorios', 'Motos', 'Pasados', 'Maquinarias', 'Otros', 'Bicicletas', and 'Aerón'. The main content area displays 'Vehículos Destacados' with a grid of car listings including Mercedes-Benz, Renault Duster, Volkswagen, Toyota Aygo, Honda City, and Nissan Sentra. Below this, there's a section for 'Motorbit: Contenidos y Novedades' featuring a red car and a 'JUEVES / ABRIL 16' event. At the bottom, a 'Publica tu vehículo' section encourages users to complete a form to sell their car. The footer includes logos for various car brands and a navigation bar with 'Vehículos Usados', 'Vehículos Nuevos', and 'Motorbit: Contenidos y Novedades'.

From content to classified

The screenshot shows the motorbit.com website interface. At the top, there's a navigation bar with 'motorbit' and a search bar. Below it, a large banner for 'LA RUTA Y LOS PAÍSES DEL DAKAR 2016' features a car race. To the right, there's a section for 'TOMARLE FOTOS O TU VEHÍCULO' with a car image. The main content area displays 'HISTORIAS DESTACADAS' with a large article about the Dakar race. Below this, there's a section for 'TRACKER 2015: A BORDO DE LA SUV MÁS URBANA DE CHEVROLET' featuring a red Chevrolet Tracker. To the right, there's a sidebar with 'Vehículos Destacados' showing a grid of car listings including Renault Duster, Toyota Aygo, and Volkswagen. The footer includes logos for various car brands and a navigation bar with 'Vehículos Usados', 'Vehículos Nuevos', and 'Motorbit: Contenidos y Novedades'.

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

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



► PTX runs on a Cloud infrastructure to benefit from scale, security and reliability



LATAMAUTOS

MEXICO

 **SEMI**Nuevos
 **de**MOTORES

PANAMA
ECUADOR
BOLIVIA

 **PATIO**Tuerca

PERU

 **TODO**Autos

ARGENTINA

 **AUTO**Foco

1

We have created one LatAm Autos brand portfolio with unique **unifying identifiers**

2

While **retaining** original domains and **brand value**

3

This unique identity enables **marketing production synergies** across the region



User
benefits

Faster

Content

Website structure

Any device



SEO

Well referenced, PTX appears high in Search Engines



SEM

High ad quality = high ad position, low cost per click



LATAMAUTOS