

A large, semi-transparent red circular graphic is positioned on the left side of the slide, partially overlapping the road and sky. It has a thick, stylized border.

# INVESTOR PRESENTATION

May 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

**6.4 million**

total monthly sessions\*

**3.9 million**

unique monthly visits\*

**~95,000**

Listings\*

**\$6.1 million**

in 2014 revenue^

## CLASSIFIEDS WEB PROPERTIES

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



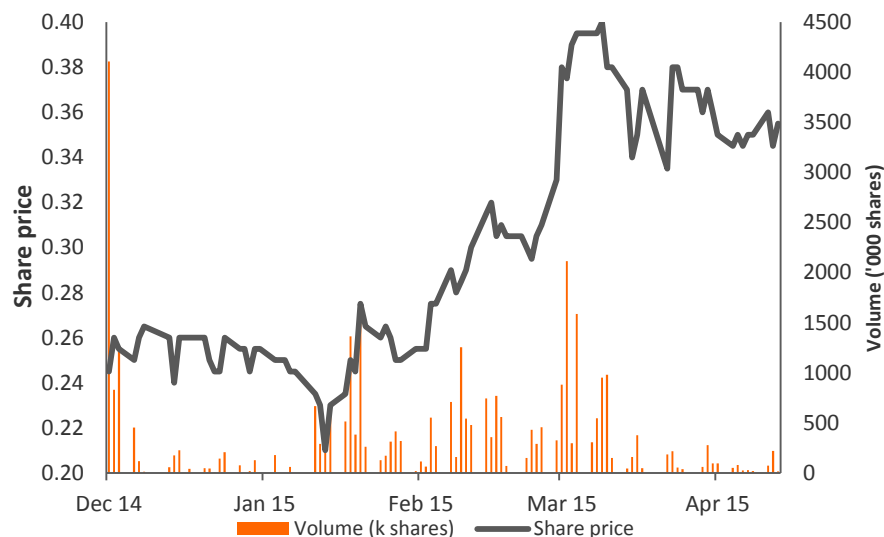
## OUR STORY

- 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 March 2015

^Based on unaudited proforma revenues of combined businesses

## LAA share trading since IPO



## Key Statistics

ASX code	LAA
Share price (4-May-15)	\$0.355
52 week high/low	\$0.43/\$0.21
Issued capital	239.8m
Market Capitalisation	\$86.3m
Net cash	\$11.0m
Enterprise Value	\$75.3m
Average daily volume	410k shares






## Directors

	<b>Tim Handley</b> <ul style="list-style-type: none"> <li>Co-Founder and Executive Chairman</li> <li>11 years M&amp;A (Gresham &amp; UBS), equity and debt capital markets experience (including 6 years in Latin America)</li> </ul>
	<b>Michael Fitzpatrick</b> <ul style="list-style-type: none"> <li>Independent Non-Executive Director</li> <li>Founded Hastings Funds Management, NED Rio Tinto, NED Carnegie Wave Energy, Chairman Infrastructure Capital Group, Chairman Treasury Group Commissioner and chairman of the Australian Football League</li> </ul>
	<b>Simon Clausen</b> <ul style="list-style-type: none"> <li>Independent Non-Executive Director</li> <li>Over 17 years experience in high growth technology businesses in both Australia and the United States</li> <li>Founder and CEO of PC Tools, founding investor and NED of freelancer.com</li> </ul>
	<b>Colin Galbraith</b> <ul style="list-style-type: none"> <li>Independent Non-Executive Director</li> <li>Special Advisor to Gresham Partners. Chairman of CARE Australia, previously a Director of Commonwealth Bank of Australia</li> </ul>

## Top 20 Shareholders (all securities)

	Number of shares held (million)	% of total shares issued
CHESTNUT PARTNERS LIMITED	50.0	20.85
LOG CREEK PTY LTD <THE LOG CREEK VINEYARD A/C>	34.4	14.36
HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	14.7	6.14
STARTIVE VENTURES INC	13.1	5.44
JORGE MEJIA RIBADENEIRA	9.0	3.75
MPC NOMINEES PTY LTD	8.3	3.47
DIEGO FERNANDO CAMACHO PUENTE	6.2	2.59
ANDREW JACOBO MORENEO NOBOA	6.2	2.59
MERUMA PTY LTD <MERUMA INVESTMENTS A/C>	5.9	2.47
CITICORP NOMINEES PTY LIMITED	5.0	2.07
HK PRIVATE CLIENT INVESTMENTS PTY LTD <HK PRIV CLIENT INVEST UNIT AC>	2.6	1.08
SDS CAPITAL NO 2 PTY LTD <SDS CAPITAL NO 2 UNIT A/C>	2.6	1.08
EMH IV PTY LIMITED <EMH IV FAMILY A/C>	2.6	1.08
TICO PTY LTD <T A HOLMES SUPER FUND A/C>	2.6	1.07
FERN ESTATES PTY LTD	2.3	0.97
DANIEL PONCE MEJIA	2.3	0.94
S CHAMBERLAIN PTY LTD <S CHAMBERLAIN FAMILY A/C>	2.2	0.91
GARY ZAMEL & ASSOCIATES PTY LTD	2.1	0.86
TALL VENTURES PTY LTD <TALL VENTURES A/C>	1.9	0.77
COMPERIO INVESTMENT MANAGEMENT LIMITED	1.9	0.77
MR JONATHAN RICHARD DAVIE	1.9	0.77
<b>TOP 20</b>	<b>177.6</b>	<b>74.05</b>

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

 <p><b>Jorge Mejía Ribadeneira</b> <i>CEO</i></p>	<ul style="list-style-type: none"> <li>• Experienced Latin America digital media executive with 15 years' experience</li> <li>• Founder of multitrabajos.com, Ecuador's foremost jobs search engine, acquired by Navent (Tiger Global)</li> <li>• Led the successful acquisition of five different Latin American based online classified sites as Regional Vice President of Navent</li> <li>• As Founder &amp; 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</li> </ul>
 <p><b>Gareth Bannan</b> <i>Co-Founder and CFO</i></p>	<ul style="list-style-type: none"> <li>• Ten years M&amp;A and capital markets experience (including four years in LatAm)</li> <li>• Prior to LatAm Autos, Director of Chestnut Partners, a South American focused boutique corporate finance firm based in Sao Paulo, Brazil</li> <li>• Former head of corporate finance for the investment company that owns one of Brazil's largest online property classifieds</li> <li>• Previously at KPMG Corporate Finance and Rabobank in Australia</li> <li>• Substantial operational and advisory experience with online classified companies in numerous LatAm markets</li> </ul>
 <p><b>Ariel Cilento</b> <i>Chief Operations Officer</i></p>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• Prior to Dridco Ariel was the Vice President and Country Manager for Bumeran.com, a leading online employment classifieds business in Latin America.</li> </ul>
 <p><b>Jacobo Moreno</b> <i>Chief Technology Officer</i></p>	<ul style="list-style-type: none"> <li>• Responsible for LatAm Autos' technology platform across all geographies</li> <li>• 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&amp;D, user experience, and new product development</li> <li>• Founder of PatioTuerca.com, the largest car classified portal in Ecuador, Bolivia and Panama</li> <li>• Also founded and managed Vive1.com, one of Ecuador's leading real-estate portals</li> </ul>
 <p><b>Jose Luis Checa</b> <i>Chief Business Officer</i></p>	<ul style="list-style-type: none"> <li>• Responsible for the development and control of the operations of LatAm Autos</li> <li>• Economist and lawyer with 15 years of experience in the banking industry</li> <li>• Managed finance and administrative departments for Ecuador's largest bank, Banco Pichincha</li> <li>• Led important mergers and acquisitions in Ecuador and Latin America</li> </ul>



# Peer Operating Stats Comparison


LatAm Autos markets are similar in scale to iCar Asia, but trades at a 66% discount based on the current enterprise value of both companies



Countries	Mexico, Argentina, Ecuador, Peru, Panama, Bolivia	Malaysia, Thailand, Indonesia	Australia <sup>3</sup>
Number of Languages	1 (Spanish)	3	1 <sup>3</sup>
Combined Population (m)	222	349	23 <sup>3</sup>
Financial Year 2014 Revenue (A\$m)	6.1 <sup>5</sup>	4.3 <sup>2</sup>	235.6 <sup>4</sup>
Total Revenue / listings (A\$) <sup>6</sup>	64 <sup>5</sup>	8	1,093
Current Listings ('000)	95	528	202
Unique Monthly Visits (m)	3.9	7.6	1.3 <sup>7</sup>
Auto Advertising Market Size (A\$m)	695	378	1,000 <sup>3</sup>
Annual growth rate of passenger cars in use (CAGR)	6.0% - 9.8%	6.9% - 9.7%	2.4% <sup>3</sup>
Weighted Average Internet Penetration	45%	32%	83%
Weighted Average GDP per Capita (US\$)	8,681	4,537	67,310
Market Capitalisation (A\$m) <sup>1</sup>	\$86m	\$232m	\$2,302m
Enterprise Value (A\$m) <sup>1</sup>	\$75m	\$222m	\$2,502m

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 FY15 Half Year results presentation  
Note: 1. As at 4-May-2015. 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. 6. Average revenue per listing used as guide to gauge level of monetisation. 7. Data from Nielsen "The Australian Online Landscape Review" report from May 2014





*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*

# KEY MILESTONES SINCE IPO

Since our IPO, LatAm Autos has delivered several milestones in accordance with its business plan

## 1 Delivery of PTX technology platform across all our markets

### Unified platform across markets

- User friendly, powerful, connected platform across all devices

### Mobile focus

- Responsive layout to accommodate strong user experience across all mobile devices

## 2 Launch of motorbit.com regional content platform

### Regional automotive content

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

### Strengthen brand leadership

- LatAm Autos strengthens its position as the expert in Latin American car news, information and car reviews

## 3 Integration of all businesses

### Increase in key operating metrics

- Since IPO, listings have increased 25% and unique visits to our websites are up 15%\*

### Integrated operations

- Implementation of regional auto classifieds business model with head office based in Ecuador

## 4 Going forward

### Marketing

- Now that PTX is in place, focus turns to online and offline marketing campaigns

### Sales

- Focus on dealers and private listings, further development of mobile applications, new car catalogue

\* As at 31 March 2015

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

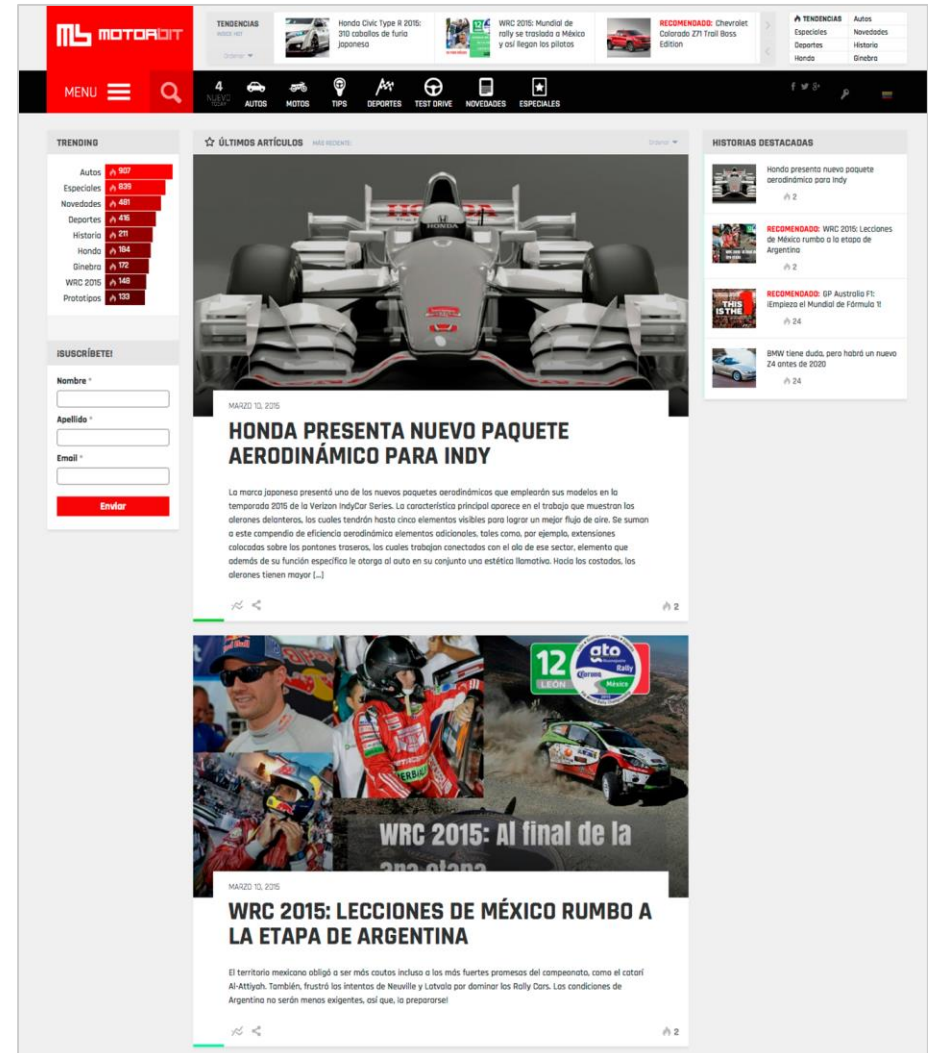


- LatAm Autos has launched the first regional automotive content platform in Latin America, **motorbit.com**

- Based on success of LA's 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

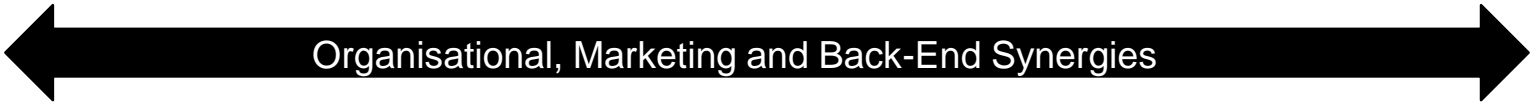




LatAm Autos’ portfolio is regionally oriented, with each business tailored to local markets in order to be culturally relevant and resonate with users, while taking advantage of back-end synergies

## Regional Business Model

Head Office: Ecuador



# BUSINESS OVERVIEW



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 leading assets in each of the regions it operates

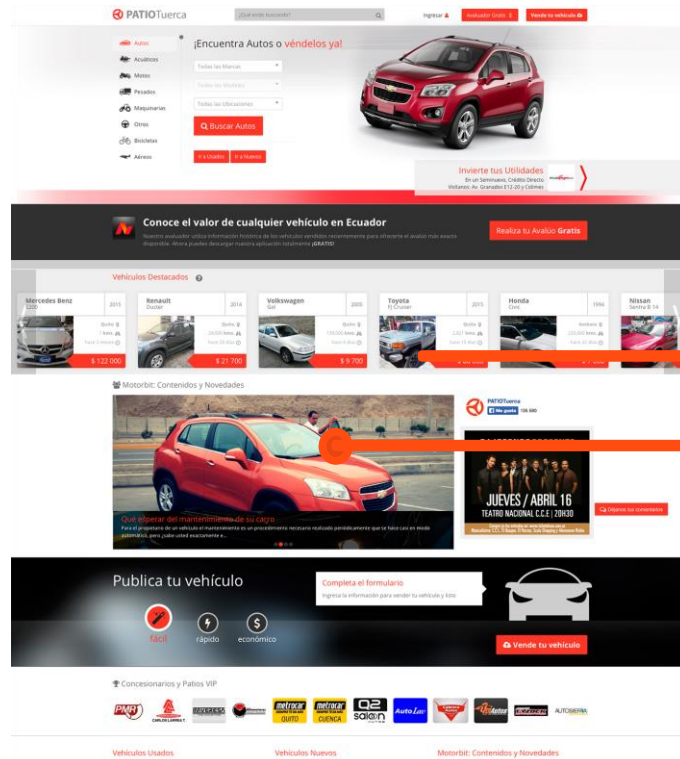
		Ecuador, Panama, Bolivia	Mexico		Argentina	Peru	Total
Business	Business(es) <sup>1</sup>	PATIO Tuerca	deMOTORES	SEMINuevos	AUTOFoco	TODOAutos	
	FY14 Proforma/Revenue (A\$m)	A\$1.7m	A\$1.6m		A\$2.4m	A\$0.4m	A\$6.1m
	Website(s)	patiotuerca.com	demotores.com.mx	seminuevos.com	autofoco.com	todoautos.pe	Various
Operational metrics	Unique monthly visits <sup>2</sup>	653k	1,220k		589k	1,468k	3.9m
	Total monthly sessions <sup>2</sup>	1,606k	1,821k		1,040k	1,961k	6.4m
	Listings	14k	31k		45k	5k	95k
Auto Ad Market	Passenger cars (m) <sup>3</sup>	1.6m	23.6m		8.7m	1.3m	35.2m
	Car ownership %	5%	20%		21%	4%	16%
	New car sales 2013 (m) <sup>3</sup>	0.13m	0.70m		0.66m	0.14m	1.63m
	Auto ad spend <sup>3</sup>	\$9.4m <sup>4</sup>	\$583m		\$89m	\$14m	\$695m
	Online share of Ad spend <sup>3</sup>	1% (Ecuador)	9%		7%	4%	~8%
Demographic	Population <sup>3</sup>	30m <sup>4</sup>	121m		41m	30m	222m
	Internet penetration <sup>3</sup>	40%-43% <sup>5</sup>	43%		60%	39%	45%
	GDP per capita (A\$) <sup>3</sup>	\$5,393 <sup>4</sup>	\$10,307		\$14,760	\$6,660	\$9,979

1. Does not include motorbit.com 2. Source: Google analytics 3. Frost & Sullivan, Independent Market Report.

4. Ecuador, Panama and Bolivia combined.

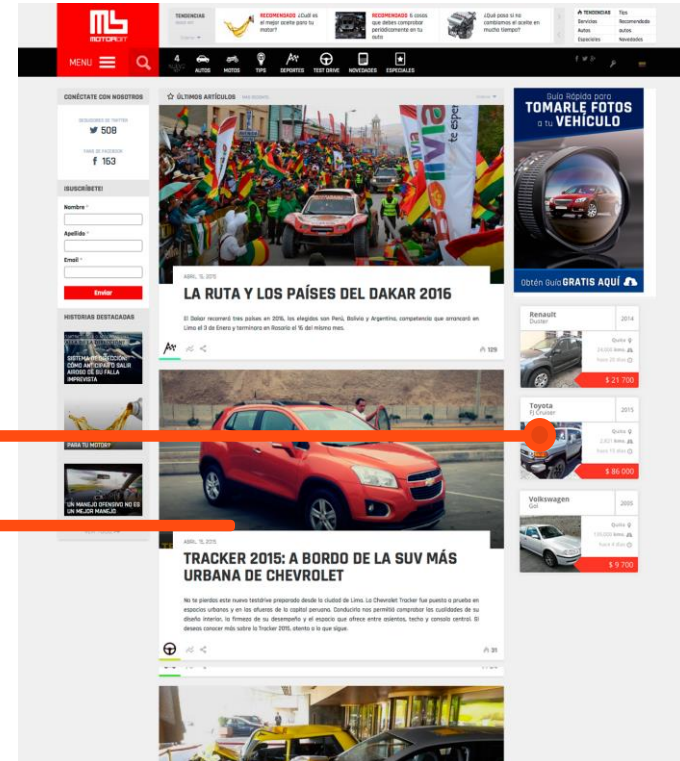
5. Range across Ecuador, Panama and Bolivia.

## From classified to content



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

## From content to classified



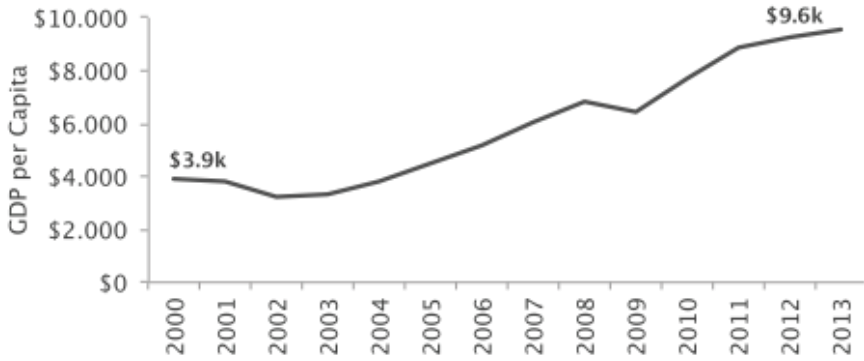
- We will show you targeted listings / offers based on the content you are navigating

# LatAm Autos is positioned to benefit from strong structural tailwinds

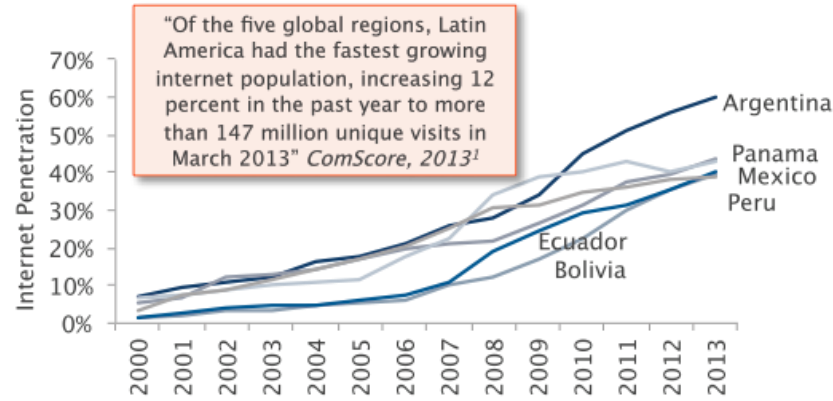


Rapidly growing purchasing power, internet penetration, and auto advertising market across Latin American countries

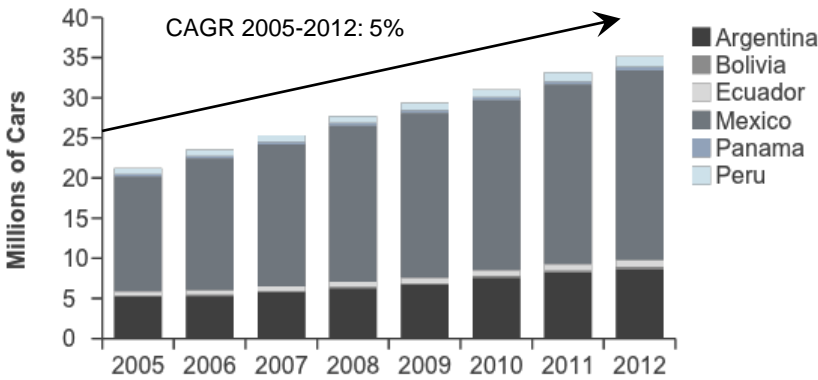
## Latin America GDP per Capita has More Than Doubled Since 2000<sup>2</sup>



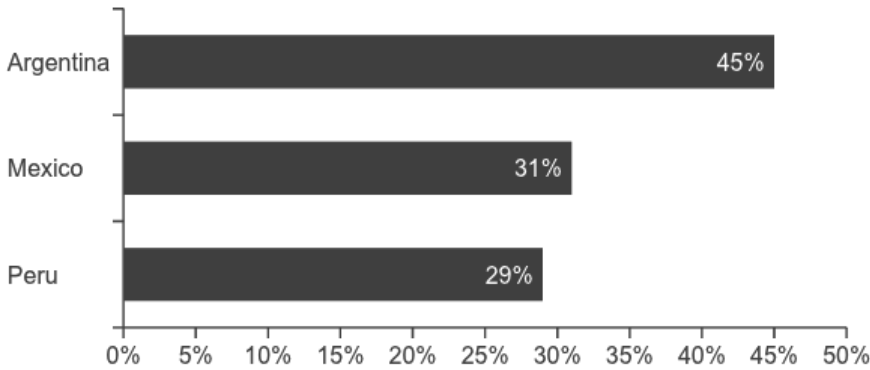
## Internet Penetration Growing Strongly



## Growing Numbers of Passenger Cars in Use



## Annual Growth in Online Advertising of 29% to 45%<sup>3</sup>



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

# Latin America has one of the fastest growing digital economies globally

## 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 7<sup>th</sup> biggest producer and fourth biggest exporter of cars.”



**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
<b>Smartphone users (millions)</b>							
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
<b>Latin America</b>	<b>98.6</b>	<b>132.0</b>	<b>159.1</b>	<b>185.6</b>	<b>208.2</b>	<b>229.9</b>	<b>247.1</b>
<b>Smartphone user penetration (% of mobile phone users)</b>							
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%
<b>Latin America</b>	<b>26.6%</b>	<b>34.3%</b>	<b>40.1%</b>	<b>45.7%</b>	<b>50.2%</b>	<b>54.3%</b>	<b>57.4%</b>

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

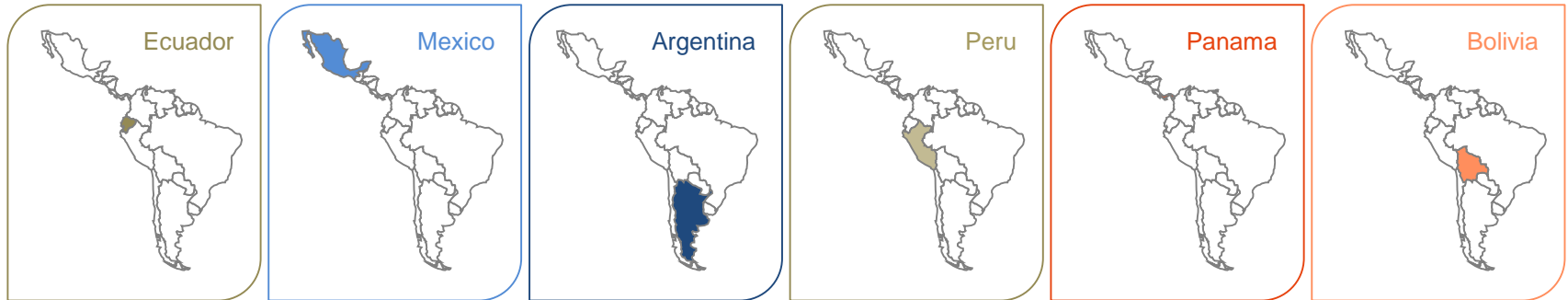
Source: eMarketer, April 2015

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www.eMarketer.com



LatAm Autos has a clear plan to monetise each region in which it operates<sup>1</sup>



IT & Mobile	<ul style="list-style-type: none"> <li>• PTX implemented</li> <li>• Further development of PTX mobile strategy</li> </ul>	<ul style="list-style-type: none"> <li>• PTX implemented</li> <li>• Single brand strategy</li> <li>• Further development of PTX mobile strategy</li> </ul>	<ul style="list-style-type: none"> <li>• PTX implemented</li> <li>• Further development of PTX mobile strategy</li> </ul>	<ul style="list-style-type: none"> <li>• PTX implemented</li> <li>• Further development of PTX mobile strategy</li> </ul>	<ul style="list-style-type: none"> <li>• PTX implemented</li> <li>• Further development of PTX mobile strategy</li> </ul>	<ul style="list-style-type: none"> <li>• PTX implemented</li> <li>• Further development of PTX mobile strategy</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>• Increase offline presence to promote online migration through marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Aggressive online and offline advertising campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Increase online and offline marketing</li> <li>• Relaunch of AutoFoco.com brand</li> </ul>	<ul style="list-style-type: none"> <li>• Relatively aggressive advertising campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Intermediate spend on advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Moderate spend on advertising</li> </ul>
Listing Strategy	<ul style="list-style-type: none"> <li>• Paid</li> <li>• Free listings for cars &lt; \$10k</li> </ul>	<ul style="list-style-type: none"> <li>• Freemium</li> </ul>	<ul style="list-style-type: none"> <li>• Freemium</li> </ul>	<ul style="list-style-type: none"> <li>• Initially free</li> <li>• Transition to freemium</li> </ul>	<ul style="list-style-type: none"> <li>• Freemium</li> </ul>	<ul style="list-style-type: none"> <li>• Freemium</li> </ul>
New Products	<ul style="list-style-type: none"> <li>• Car valuation tool<sup>2</sup></li> <li>• Lead generation</li> <li>• Cazadores</li> </ul>	<ul style="list-style-type: none"> <li>• Car valuation tool<sup>2</sup></li> <li>• Lead generation</li> <li>• CRM</li> <li>• White lable app</li> </ul>	<ul style="list-style-type: none"> <li>• Car valuation tool<sup>2</sup></li> <li>• Lead generation</li> <li>• CRM</li> <li>• Cazadores</li> </ul>	<ul style="list-style-type: none"> <li>• Car valuation tool<sup>2</sup></li> <li>• Lead generation</li> <li>• CRM</li> <li>• Auto content</li> </ul>	<ul style="list-style-type: none"> <li>• Car valuation tool<sup>2</sup></li> <li>• Lead generation</li> <li>• CRM</li> <li>• Cazadores</li> <li>• Auto content</li> </ul>	<ul style="list-style-type: none"> <li>• Car valuation tool<sup>2</sup></li> <li>• Lead generation</li> <li>• CRM</li> <li>• Cazadores</li> <li>• Auto content</li> </ul>
Other		<ul style="list-style-type: none"> <li>• Unification of Demotores and SemiNuevos brands</li> </ul>	<ul style="list-style-type: none"> <li>• Gradual phase out of print platform</li> </ul>	<ul style="list-style-type: none"> <li>• Leverage content business into motorbit.com</li> </ul>		

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



FINANCIALS

## Highlights

- As at 31-Mar-15, total car listings were up 25% and unique monthly visitors up 15% compared to 31-Dec-14
- 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
- Strong unaudited proforma revenue growth in all markets except Argentina in both A\$ and local currency terms
- Audited 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



A large, semi-transparent red circular graphic is positioned on the left side of the image. It has a thick, irregular border that forms a partial circle, with some segments missing, creating a dynamic, abstract shape.

## APPENDIX



This is the new PTX (click to play)



This is the New PTX



LatAm Autos

 Subscribe 6

8 views

 Add to  Share  More

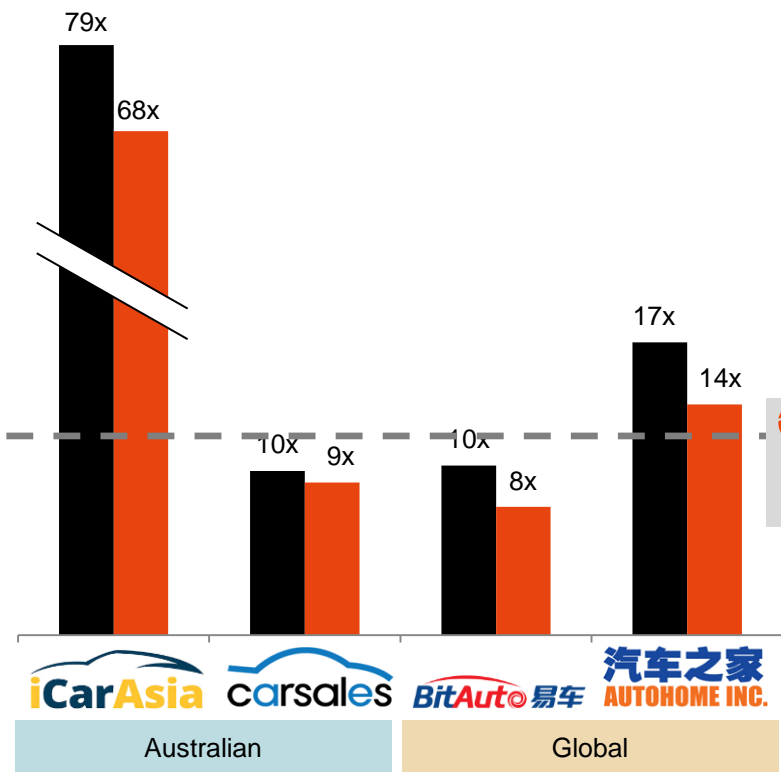
 0  0



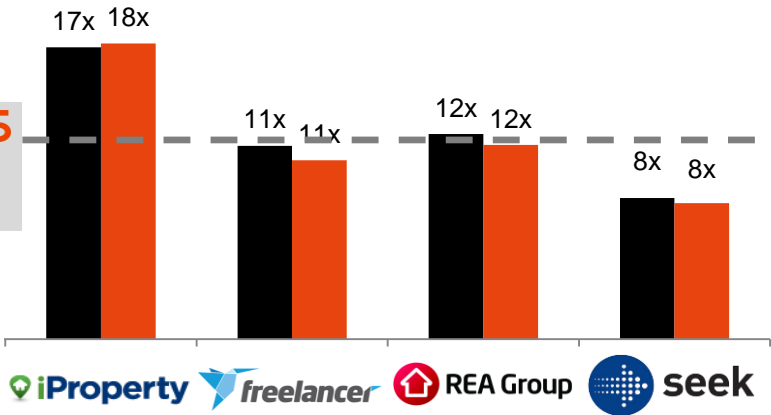
LatAm Autos is trading at an attractive multiple compared to listed peers

## EV / Revenue Multiples

### Online Auto Classifieds



### Australian Online/Internet Businesses



**LATAM AUTOS**  
11.9x CY14 Pro Forma Revenue

# The Latam region is rapidly adopting social networks



- 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, 2011-2017<sup>1</sup>

		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 2012<sup>2</sup>

% 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



**LATAM**AUTOS