

## ASX/Media Release

### ***LatAm Autos successfully launches real time chat technology***

**Melbourne, Australia - 11 July 2016:** In a first for online car classifieds in Latin America as well as being one of the first globally, [LatAm Autos Limited \(ASX: LAA\)](#), the leading online auto classifieds business in Latin America, today announced the roll-out of real time chat functionality between car buyers and sellers on its marketplaces, known as PTX Live. This launch marks another significant milestone in offering unrivalled user experience on its websites which has significantly increased the engagement between car buyers and sellers.

PTX Live – an enhanced version of the Company’s proprietary technology backbone PTX – has been progressively rolled out over its key markets over the past couple of months. In Ecuador, where the company first launched its pilot market, early results demonstrate significantly improved key engagement metrics (see below)<sup>1</sup>.

- Average time on site (increased by 14%)
- Bounce rates (decreased by 24%)
- Page visits per sessions (increased by 15%)
- Leads (increased by 7%)

Reflecting the early experience in Ecuador, over the past few months we have observed a positive response across all our markets, with 37,000 vehicles being negotiated through PTX Live, 34,000 users already chatting on PTX Live, and 24 million minutes spent in these chat sessions.

The key features of PTX Live include:

1. **Real time communication** – via app, mobile or desktop, buyers and sellers can now communicate with each other in real time, with a user experience similar to that of WhatsApp.
2. **Speed of site** – utilizing elastic search functionality the speed of both the desktop sites and the apps are considerable faster than the old PTX versions. The platform’s response time reduced from 4 seconds to 0.2 seconds.
3. **Online presence** – car buyers can now see when car sellers are actually online, promoting real time communication.
4. **User experience** – the design of the site has been enhanced to provide a more intuitive experience for buyers to search for cars and dealers to upload and manage their inventory.
5. **Detailed search capabilities** – google style open search capabilities including predictive autocomplete, fuzzy search and anti-typo capabilities.

Commenting on the successful launch and implementation of PTX Live, LatAm Autos' Executive Director and CEO Jorge Mejia said:

“Messaging apps are extremely popular around the world, and Latin America has the highest rate of adoption globally, with 70% of the population using a messaging app. At LatAm Autos, we were quick to recognise the benefits that this personalised, one-to-one, instant communication could

bring to our buyers and sellers to create a seamless experience. This in turn will increase transactions on the site, helping to accelerate our market share and monetisation”.

“We also believe such messaging functionality will encourage users to keep returning, as messaging platforms have proven to be highly engaging. Social messaging is the second app category that iOS and Android users spend the most time on after Facebook, and the daily use of messaging apps is 4.7 times higher than the average app. It creates a very sticky user experience”.

“In our markets, the internet access is driven primarily from mobile. For that reason, we are committed to providing leading mobile solutions to our users as part of our strategy to become the dominant market leader. We are confident we can continue to deliver cutting-edge technology thanks to our flexible proprietary PTX technology, strong funding, innovative spirit, talented IT team and experienced senior leadership”.

– Ends –

#### **About LatAm Autos**

LatAm Autos is a leading dedicated online auto classifieds and content platform with operations in six countries in Latin America – Mexico, Argentina, 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](http://www.latamautos.com).

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