



**Innovating online car classifieds  
with the launch of PTX Live**

July 2016



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# LatAm Autos launches PTX Live

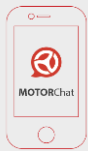
LATAMAUTOS



LatAm Autos (LAA) is committed to providing **leading edge mobile technology** solutions to its users



70% of smart phone users (and growing) in Latin America use instant messaging apps, the **highest rate** in the world



Through PTX Live, LAA now has **live chat functionality** among its portfolio of websites to revolutionize how marketplace users interact in **real time**



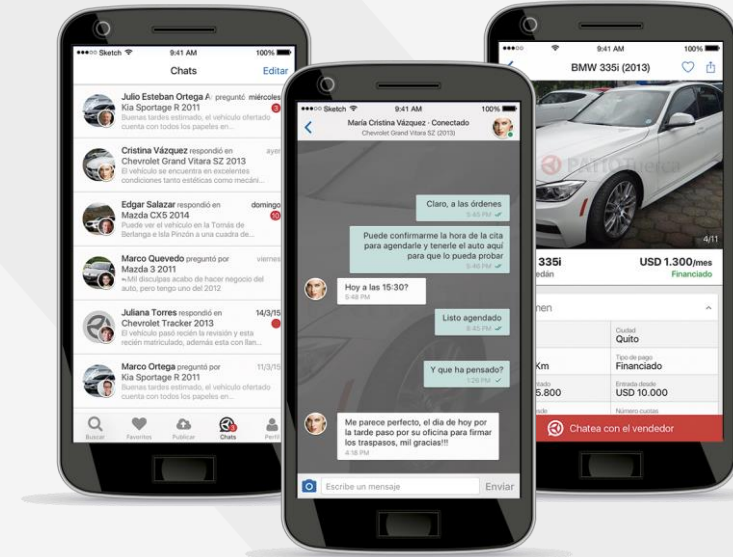
In Mexico, by 2020 75% of all digital advertising is forecast to be mobile advertising



Messaging apps have 4.7x the daily sessions of other regular apps

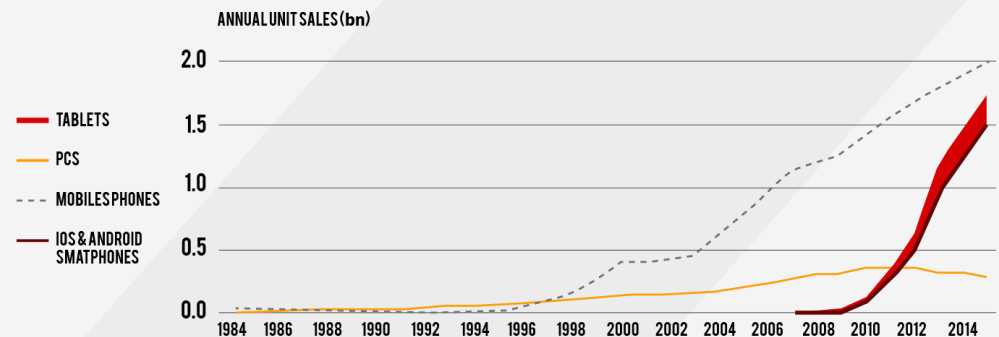


Six of the top ten most popular mobile Apps are now messaging apps



## MOBILE IS EATING THE WORLD

(And tablets add a quarter-billion more)



ANDRESSEN HOROWITZ  
Source: Apple, Google, Nokia, Gartner, a16z



LatAm Autos is innovating the vertical classifieds industry with revolutionary technology

PTX Live has five main technological competitive advantages:

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

3

**Online presence** – car buyers can now see when car sellers are actually online, promoting real time communication

4

**User experience** – a more intuitive way for buyers to search for cars and dealers to upload and manager their inventory

5

**Detailed search capabilities** – google style open search capabilities including predictive autocomplete and fuzzy search capabilities



**Mobile Focused Strategy—** LAA now has a unique mobile product offering in the most prominent messaging app market in the world

**Increased Organic Traffic—** Through a better user experience and a seamless way for car buyers and sellers to close transactions, we expect to increase our platform's engagement across leads, time on site, and page views per visit

**Accelerate Market Share and Monetization—** With PTX Live we expect an even higher engagement and interest from our users leading to an increase in dealers, market share and monetization

**Better User Experience—** With an enhanced user experience an increase in car buyers and sellers will use our sites, raising the overall user engagement

**Higher Value Leads—** Real time conversations offer sellers the opportunity to close transactions more rapidly when a lead is at its most valuable point





## The Advantages of PTX Live



# Engagement Metrics - 2016

LATAM AUTOS



37K

**Vehicles** have been negotiated during 2 months through PTX Real Time



34K

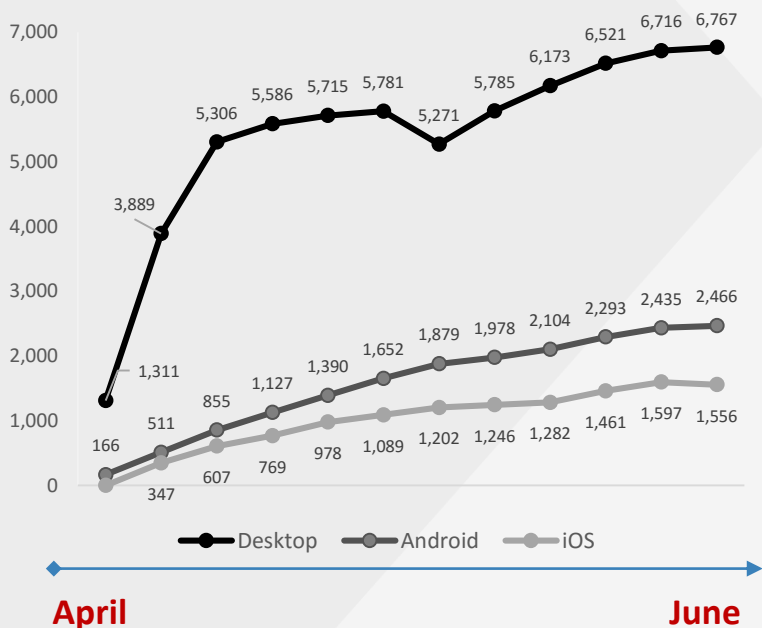
**Users** have chatted



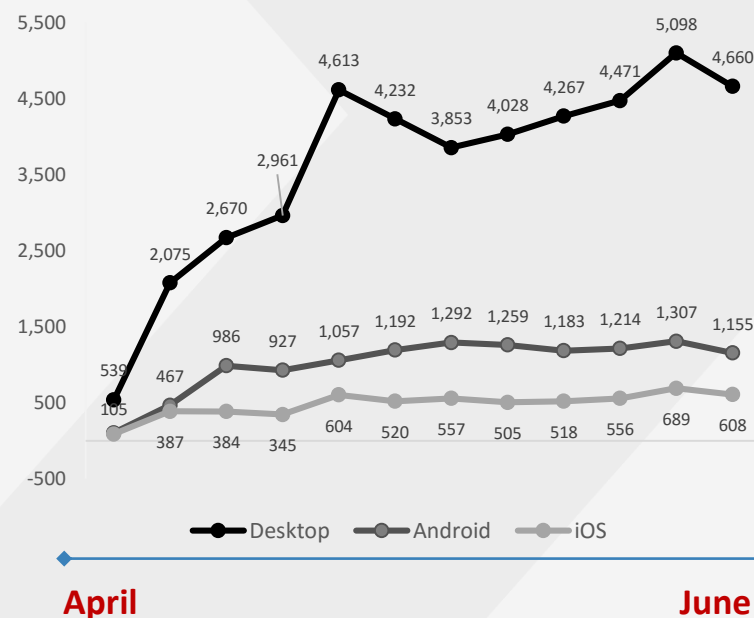
24M

**Minutes** in chat sessions

## Buyers and sellers presence on PTX Real Time (Weekly)<sup>1</sup>



## Real Time chats per week<sup>1</sup>





1

Optimized for mobile usage, faster and friendlier

2

Google-friendly design

3

New home page with expandable content

4

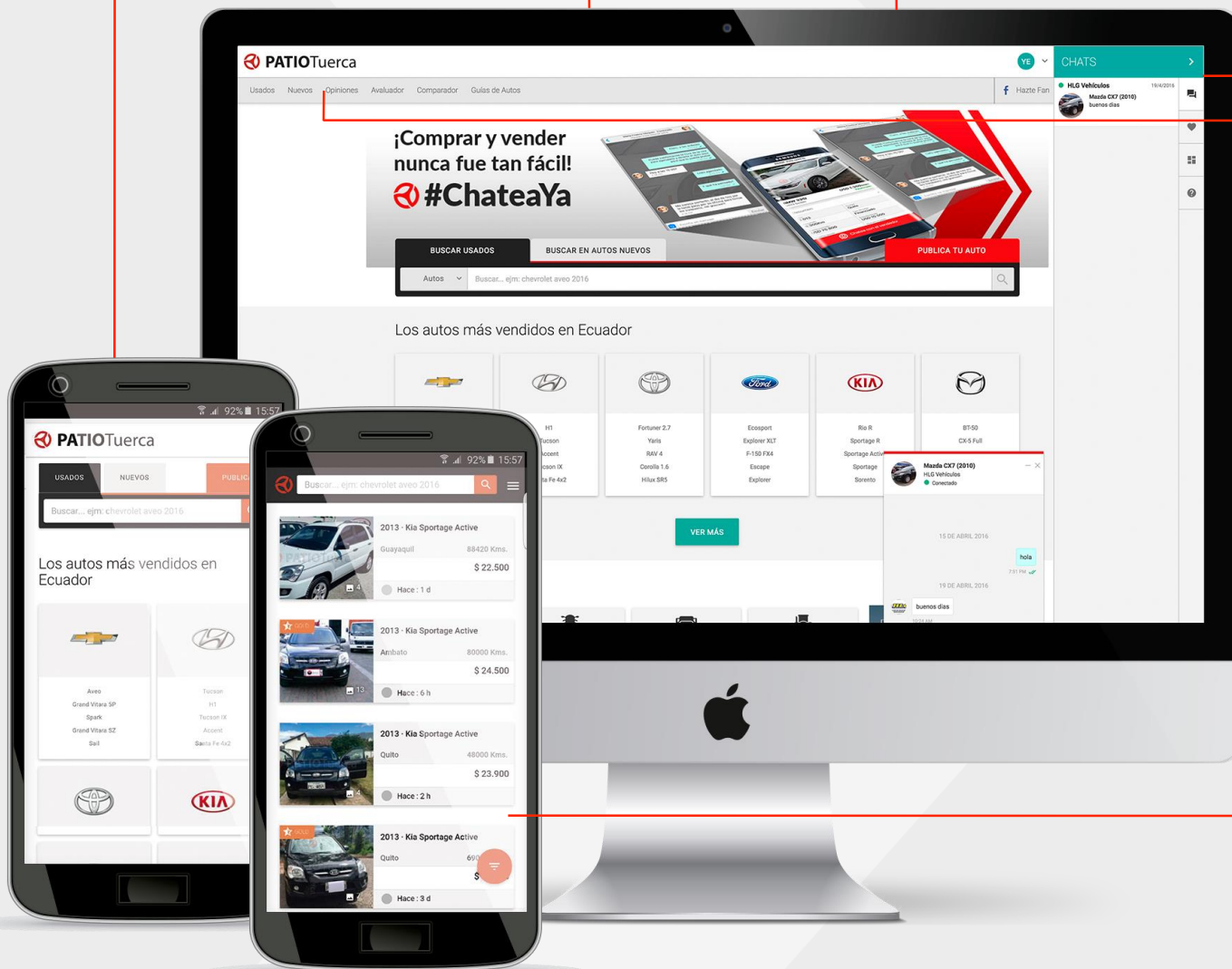
New interactive side bar to manage chat, favorites and other functionalities

5

New header with “megamenus” and SEO Optimized

6

New listings view, with lateral smart filters and simplified view









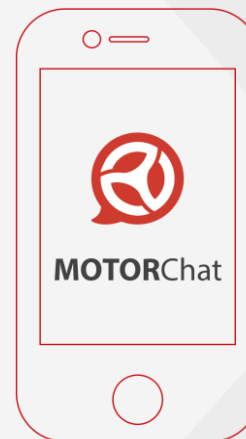
## PTX Live increased the speed of our platform considerably



**Before**

we measured  
in seconds

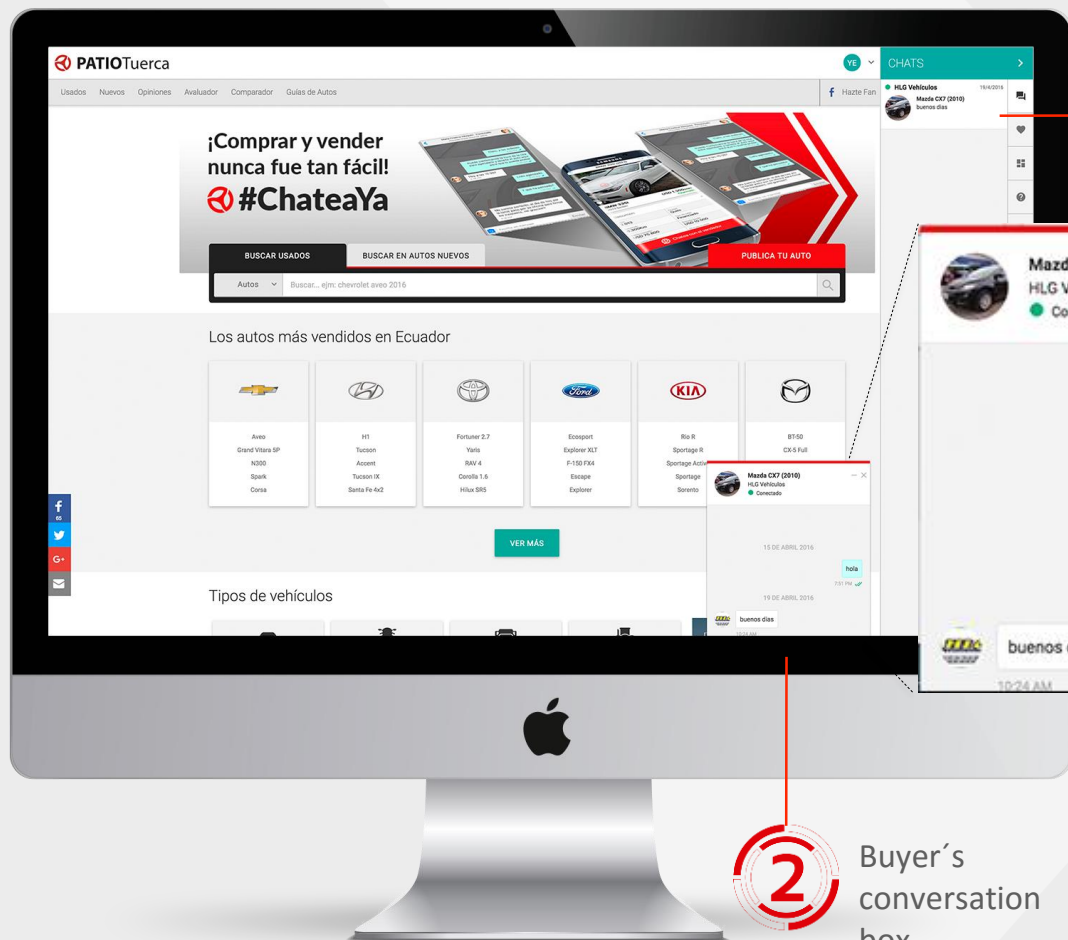
Response Time: **4 seconds**



**Now**

we measure in  
milliseconds

Response Time: **0.2 seconds**



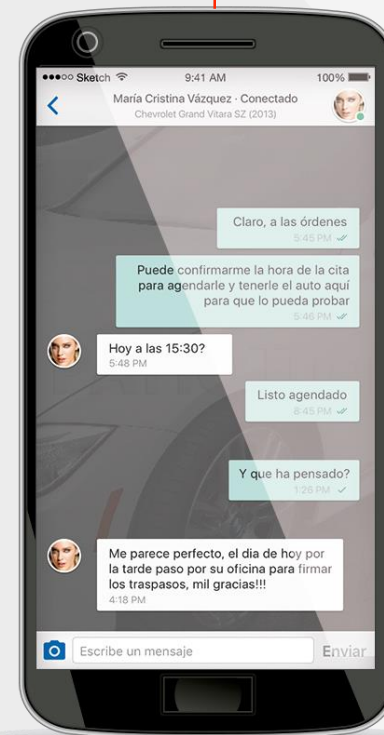
2 Buyer's conversation box



1 Online / offline detection

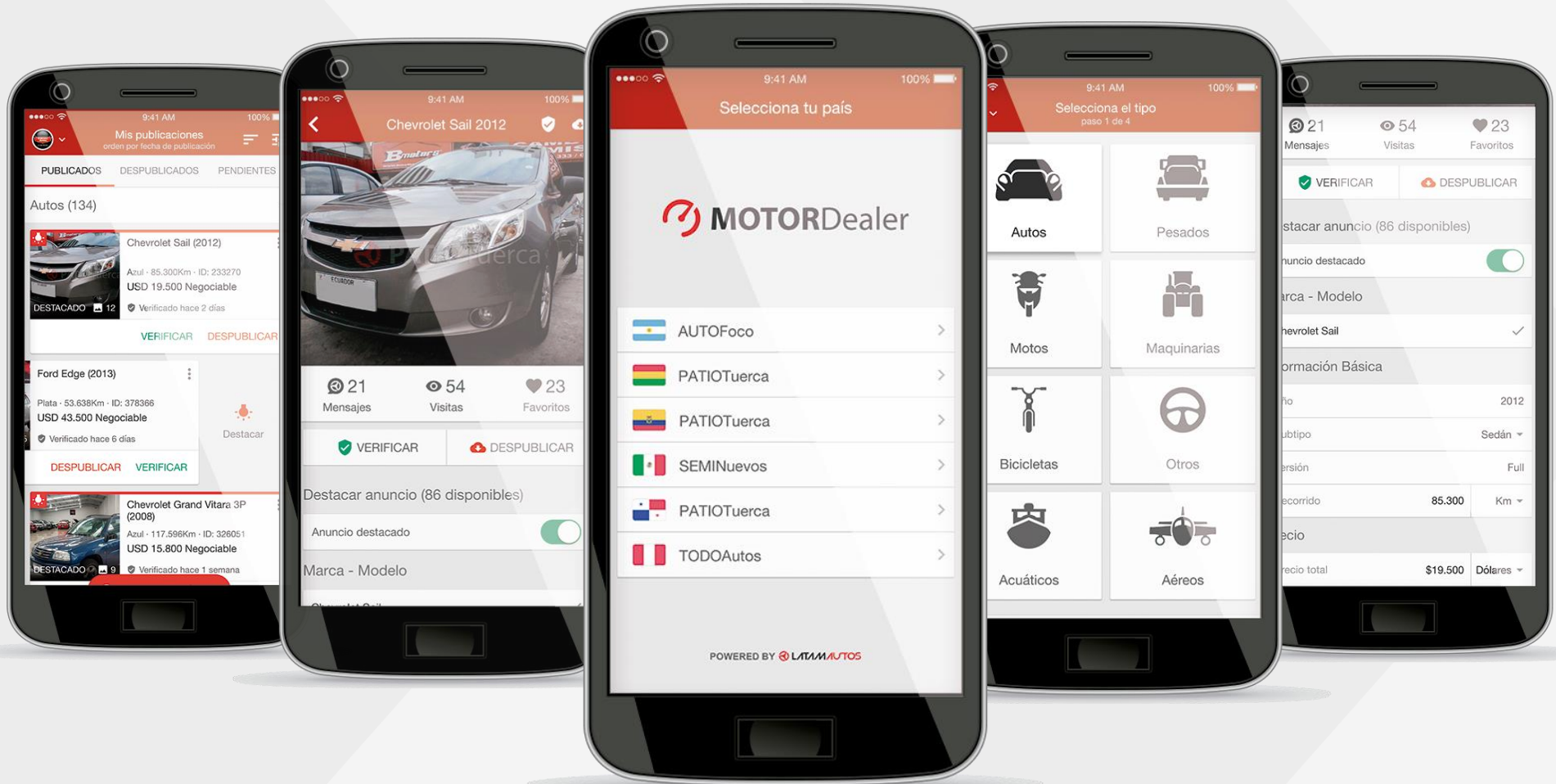


3 Dealer's conversation App



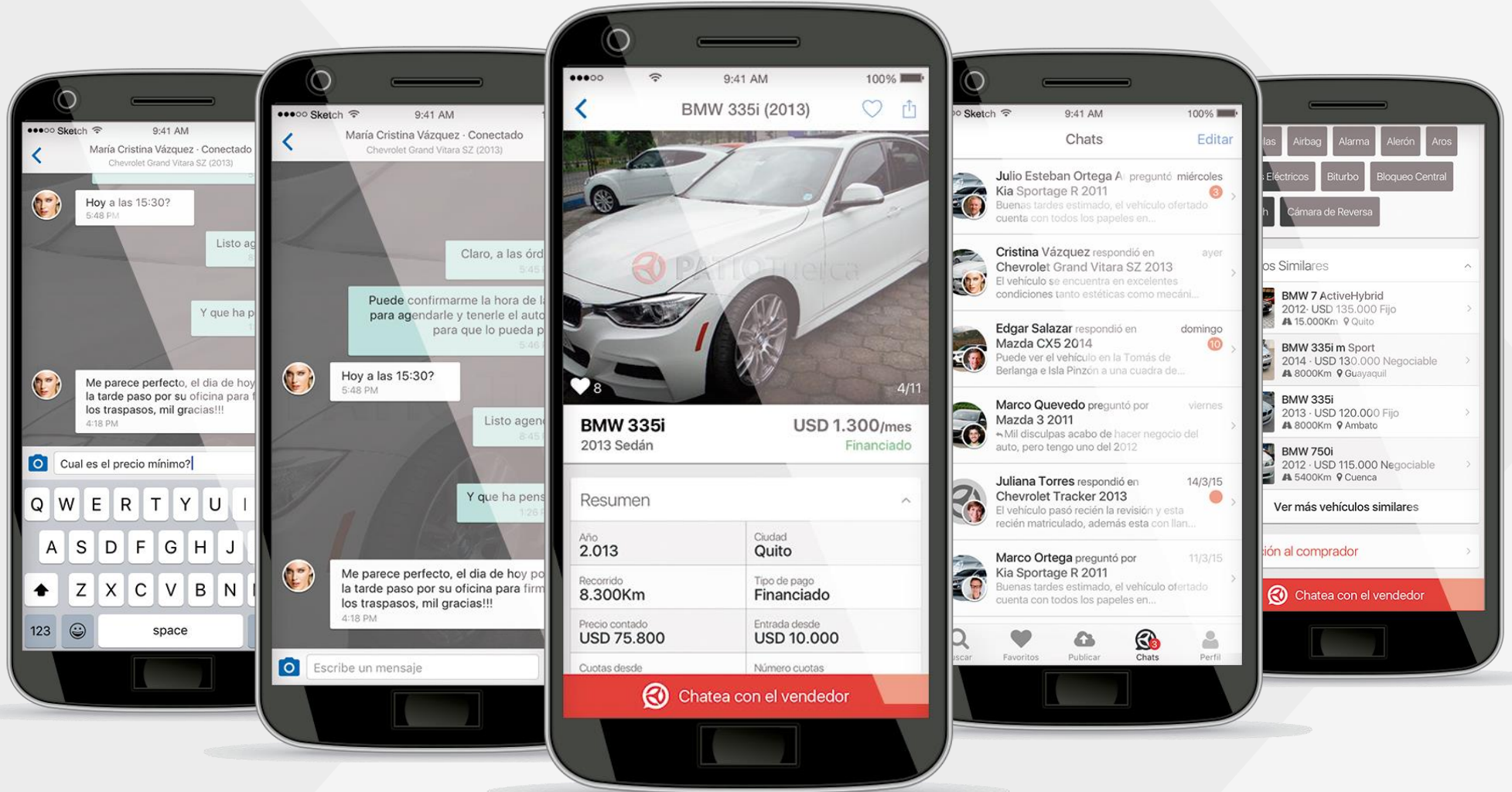


Motor Dealer App allows dealers to upload their inventory and manage it effortlessly





With the Motor Chat App dealers can seamlessly chat with prospects in real time





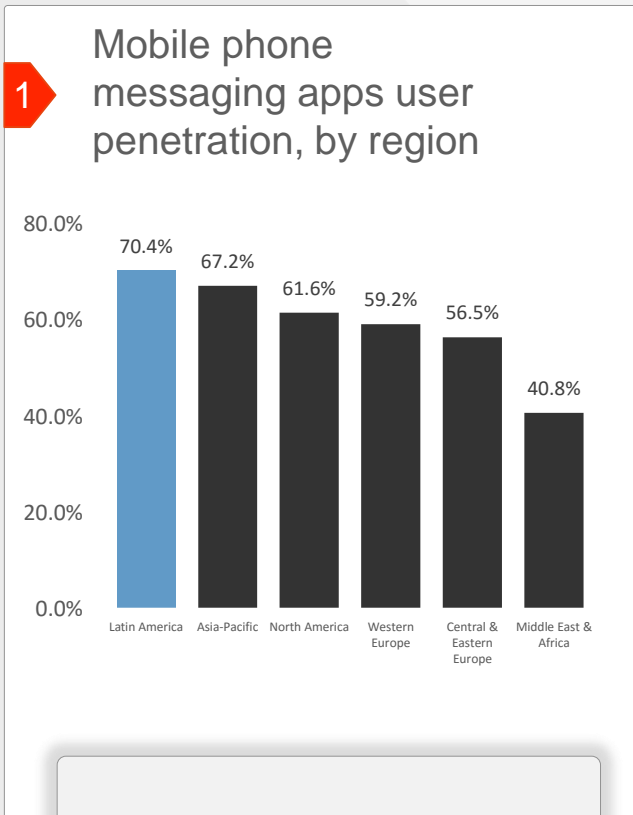
# Latin America leading mobile and messaging trends

*Photo: Mexico City*

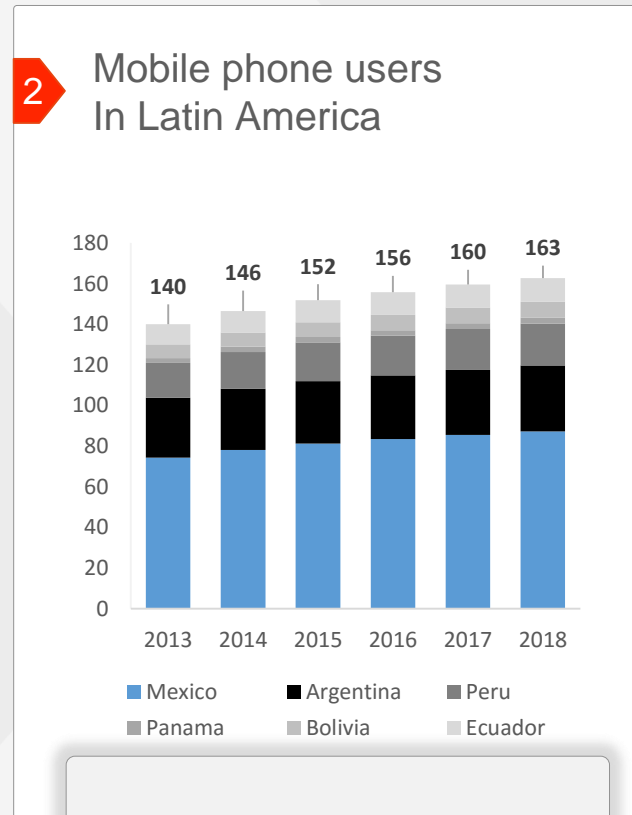




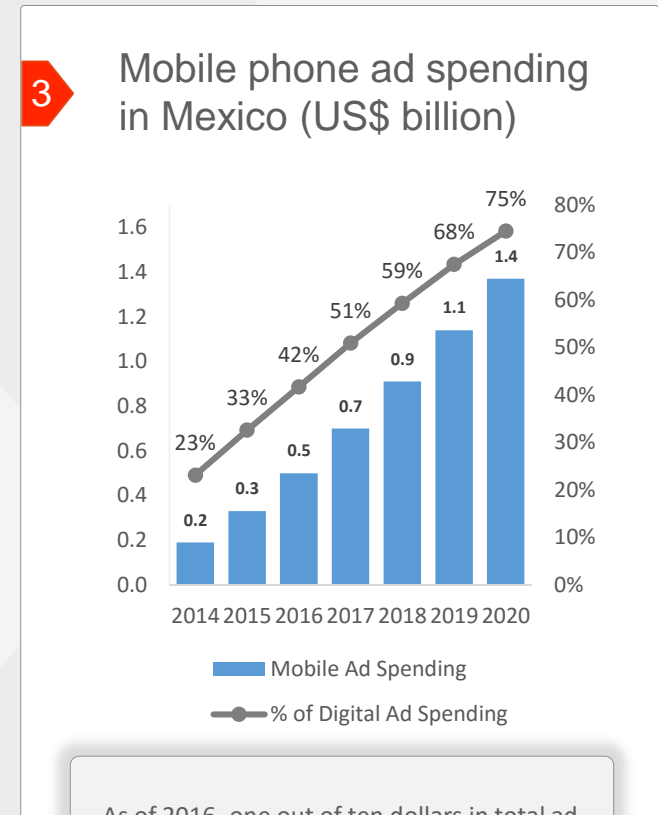
## Latin America's messaging app's penetration is the highest worldwide



With **70.4%**, Latin America is the leading region in messaging app's users



LAA's markets' have a huge mobile user base, **8.0x** larger than Australia's



As of 2016, one out of ten dollars in total ad spending will go to mobile ad spending

By 2020, **75%** of total digital ad spending will be mobile



## MOBILE PHONE USER'S PENETRETATION



IN 1995:

1%=80 MILLION

TODAY:

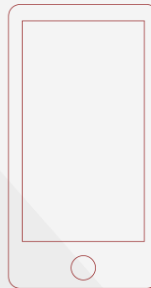
73%=5.2 BILLION

62%

OF MOBILE PHONE MESSAGING  
APP USER'S PENETRATION  
WORLDWIDE<sup>1</sup>

34%

OF THE GLOBAL INTERNET  
ADVERTISING WENT TO MOBILE IN 2014.  
THAT IS 14% OF TOTAL ADVERTISING SPEND



eMARKETER  
FORESEES THAT IN 2016  
THE MOBILE ADVERTISING  
MARKET WILL SURPASS:

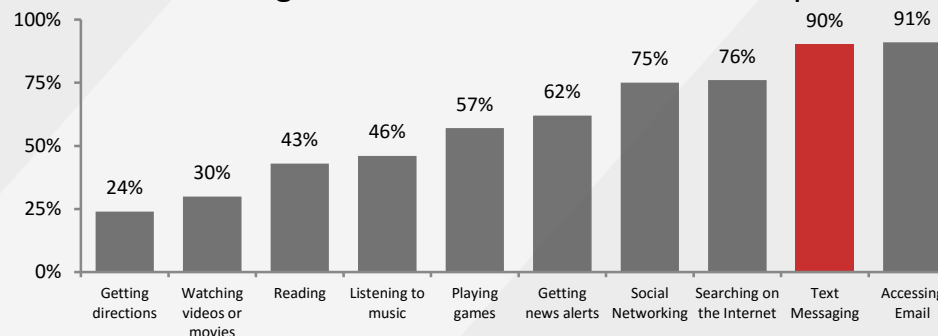
\$100 BILLION  
50% OF ALL DIGITAL ADS



## WhatsApp

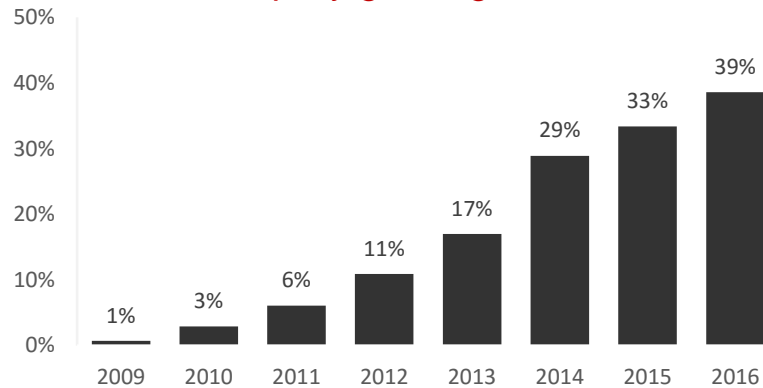
30 BILLION MESSAGES ARE SENT BY WHATSAPP EVERYDAY

### Texting Is At The Heart Of The Mobile Experience

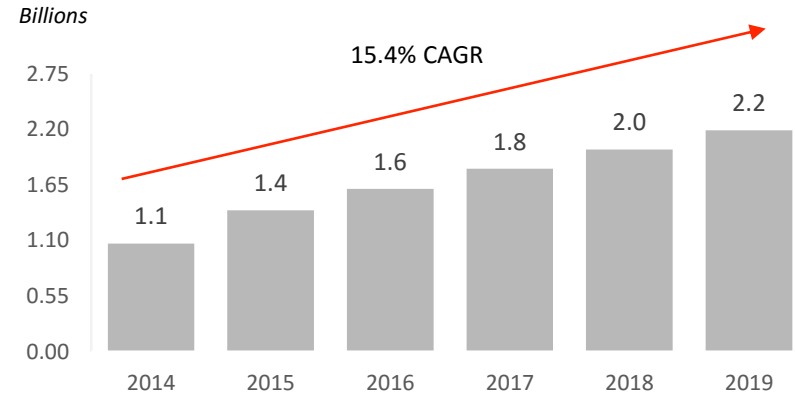




## Global mobile's share of web traffic rapidly growing



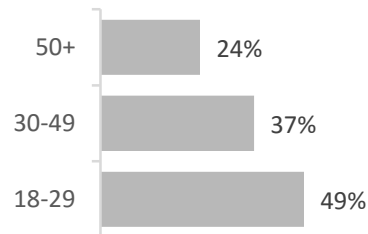
## Worldwide mobile phone messaging app users



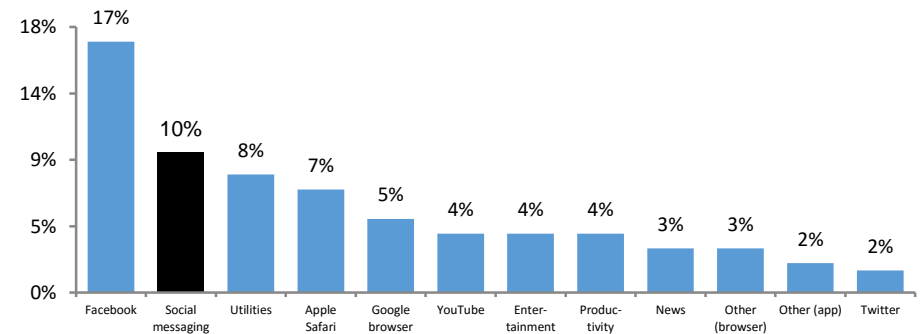
## Young and growing population is using messaging apps

4.7x

Messaging apps Daily session frequency vs. average apps



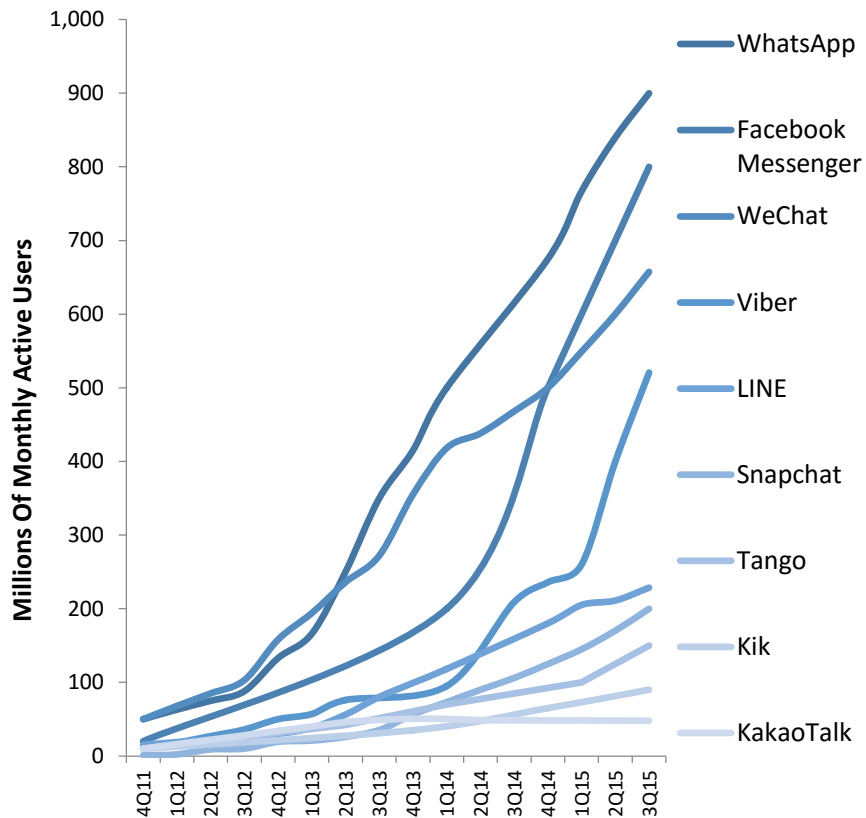
## Social messaging #2 in time spent on connected IOS and androids





Top 4 messaging companies accumulate ~3 billion monthly active users

### 1 Top messaging apps users growth



### 1 Top messaging app's monthly active users global, Q3 2015

