



**Goldman Sachs Tech Conference  
Investor Presentation**

May 2016



LatAm Autos is the leading dedicated online auto classifieds and content platform (ex Brazil) with operations in six countries across Latin America

## 1Q 2016 Key Metrics vs pcp

Strong Cash Position: A\$ 16.1 m as at Mar-16



Revenue

A\$6.7 million (FY15) **+10%**  
A\$1.7 million (1Q16) **+31%<sup>1</sup>**



2,753 monthly Dealers using LAA's Platforms **+63%<sup>1</sup>**



Monthly Sessions

9.9 million **+50%<sup>1</sup>**



Monthly Unique Visits

5.9 million **+23%<sup>1</sup>**



Monthly Leads

125,900 **+15%<sup>1</sup>**



Social Media Followers

~460,000 **+108%<sup>1</sup>**



Listings

~196,000 **+106%<sup>1</sup>**

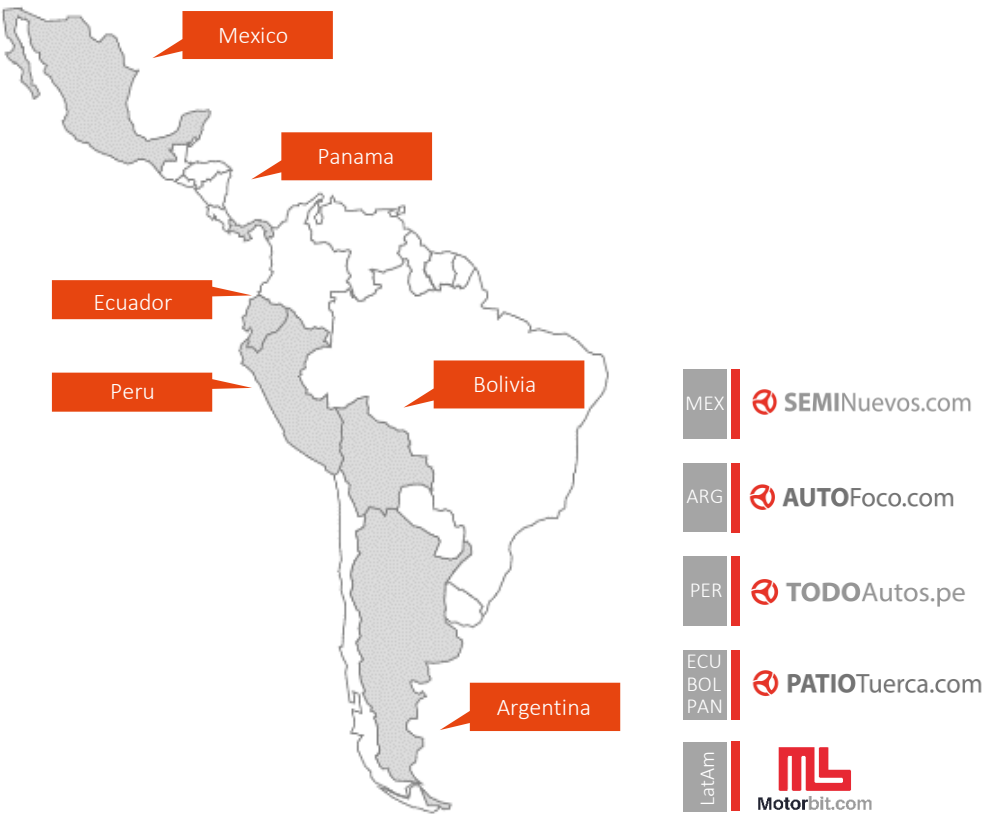


Total Email Subscribers

1.5 million

*“LatAm Autos an emerging giant...[the company] is rapidly growing to become the region’s dominant player for auto classifieds”*

*Classified Intelligence Report Jan-16*

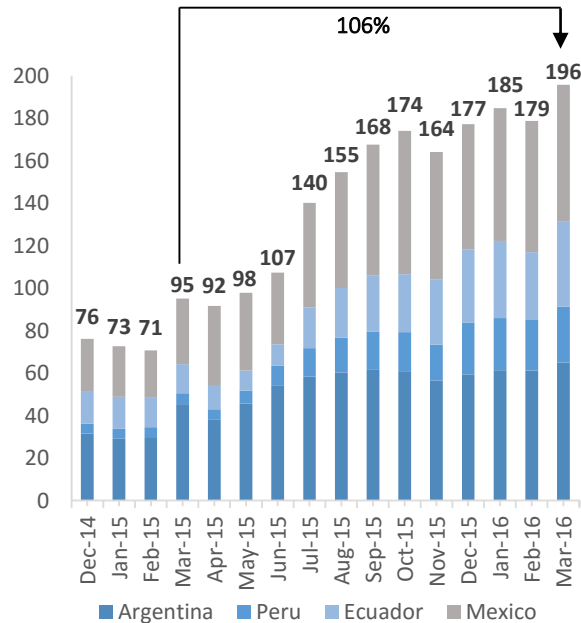


1. Y-o-y growth as at 31-Mar-16 and calculated using rounded figures

# Strong Growth in Core Operating Metrics (1Q16)

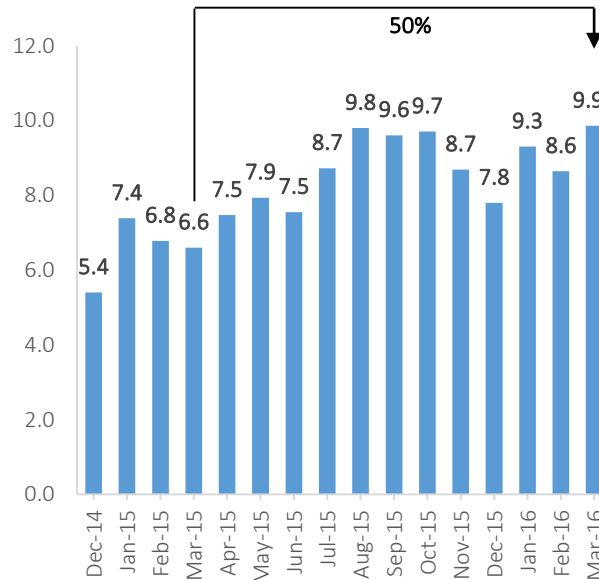
## LatAm Autos Continues Strong Momentum Into 1Q16 Across Core Operating Metrics

### 1 Vehicle listings ('000)<sup>1</sup>



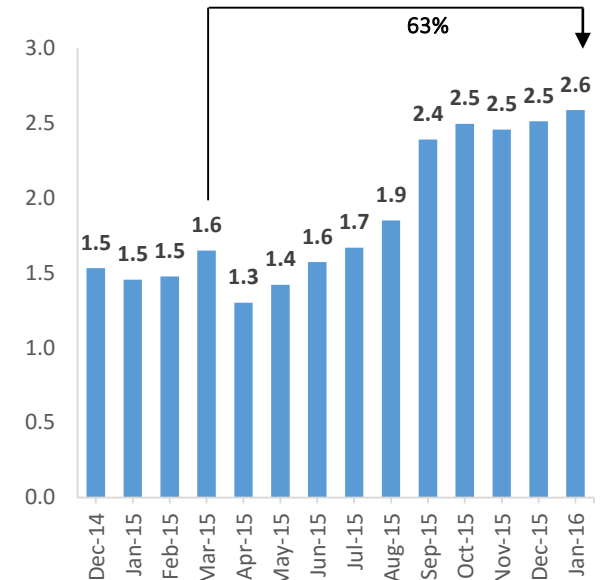
- Total listings have grown **106%** y-o-y

### 2 Website visits (million)<sup>2</sup>



- Website traffic has increased **50%** y-o-y

### 3 Dealers using LAA platforms ('000)



- Total dealer base has increased **63%** y-o-y

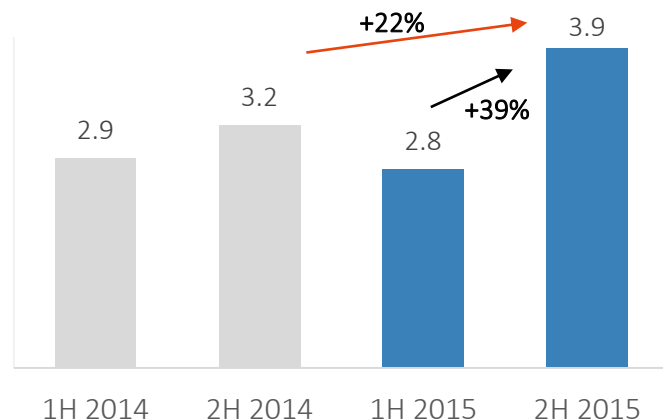
### 4 1Q16 Financial Highlights

- **Mexico:** +230% increase in local currency cash receipts from the Company's flagship Mexican business seminuevos.com
- **Revenues:** Strong local currency revenue growth in each market, ranging from 30% to 79%<sup>3</sup>

1. Ecuador includes traffic from Patiotuerca in Bolivia and Panama  
 2. Sessions includes mobile App and YouTube traffic  
 3. Except Peru which was flat y.o.y.

Growth in 1Q16 versus p.c.p. continues trend from 2H15  
1Q16: Strong local currency revenue growth ranging from 30% to 79%<sup>1</sup>

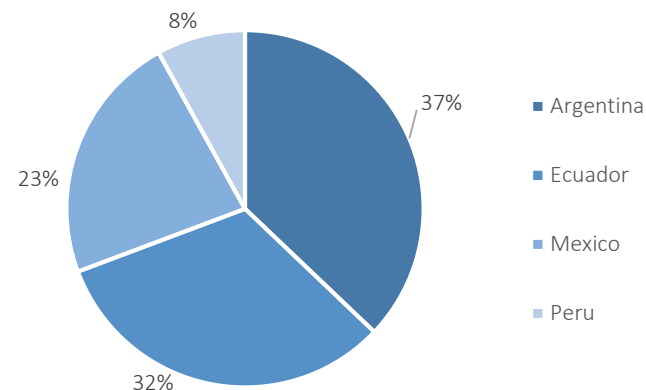
## 1 2014 vs. 2015 Revenues (A\$m)



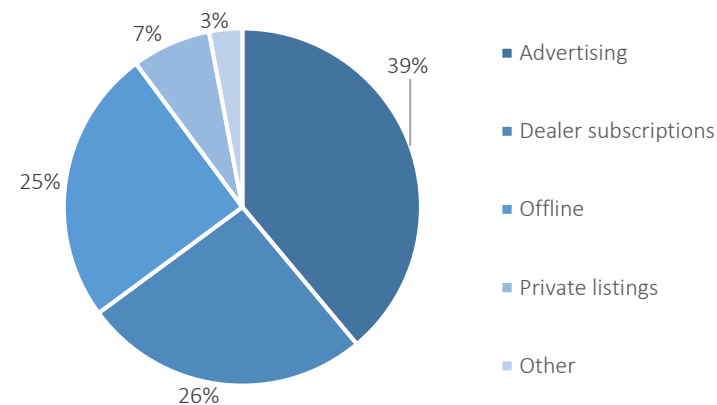
## 2 Revenue in Local Currency<sup>1</sup>

Revenue (m)	1H 2014	2H 2014	1H 2015	2H 2015	Δ% FY		
					Δ% 1H	Δ% 2H	15 vs. 14
Mexico	9.2	9.2	7.5	11.2	-19%	22%	2%
Argentina	9.0	8.4	8.1	9.4	-10%	12%	1%
Ecuador	0.6	0.9	0.6	1.0	7%	7%	7%
Peru	0.4	0.5	0.4	0.9	4%	85%	47%

## 3 FY15 Revenue Breakdown by Country (%)<sup>1</sup>



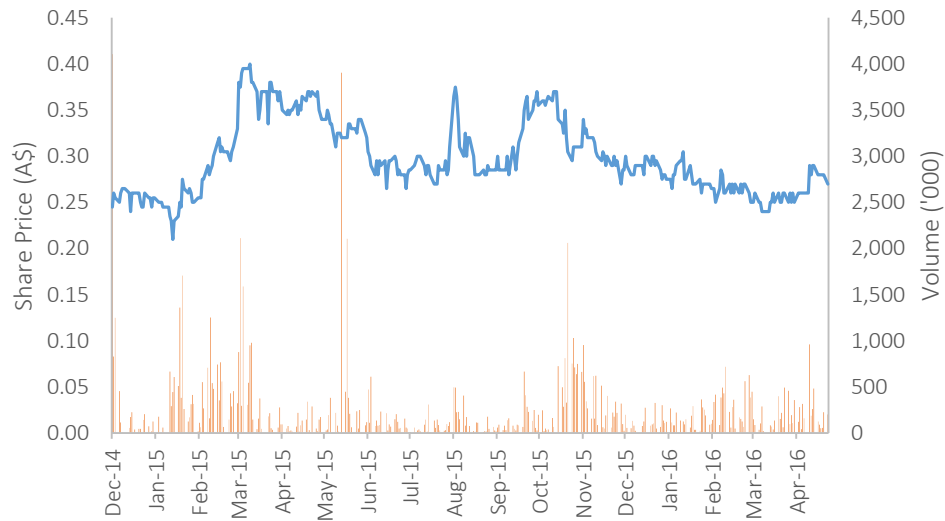
## 4 FY15 Revenue Breakdown by Type (%)



Note: 2014 figures are unaudited proforma financials, for comparison purposes only and were calculated assuming all businesses owned 100% throughout 2014

1. Includes "Other revenue" of each country. Ecuador includes Bolivia, Panama and Interest revenue from Australia

## LAA share trading since IPO



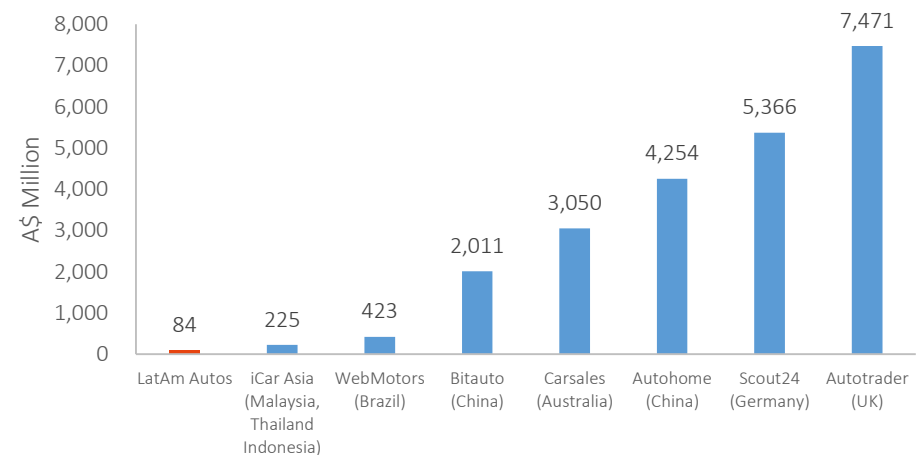
## Directors

	<b>Tim Handley</b> <ul style="list-style-type: none"> <li>Co-Founder and Executive Chairman</li> <li>12 years entrepreneurial M&amp;A (Gresham &amp; UBS), equity and debt capital markets experience (including 7 years in Latin America)</li> </ul>
	<b>Michael Fitzpatrick</b> <ul style="list-style-type: none"> <li>Independent Non-Executive Director (NED)</li> <li>Founded Hastings Funds Management, NED Carnegie Wave Energy, Director at Infrastructure Capital Group, Chairman Pacific 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 (NED)</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 (NED)</li> <li>Special Advisor to Gresham Partners. Chairman of CARE Australia, previously a Director of Commonwealth Bank of Australia</li> </ul>

## Key statistics

ASX code	LAA
Share price (09-May-16) (\$A)	\$0.27
52 week high/low (\$A)	\$0.39/0.24
Issued capital	308.2m
Market Capitalization (\$A)	\$83.7m
Net cash (31-Mar-16) (\$A)	\$16.1m
Enterprise Value (\$A)	\$67.6m
Average daily volume (3-month)	230k shares

## Valuations of online auto classifieds businesses globally



Source: ASX, Yahoo Finance and internal information

Note: Valuations based on market cap. for listed companies as of 09-May-16. For WebMotors, latest available average broker valuation used



# Key Highlights During FY 2015 and 1Q 2016



Mexico



Ecuador



Argentina



Peru



Panama



Bolivia



PTX Live



Motorbit.com



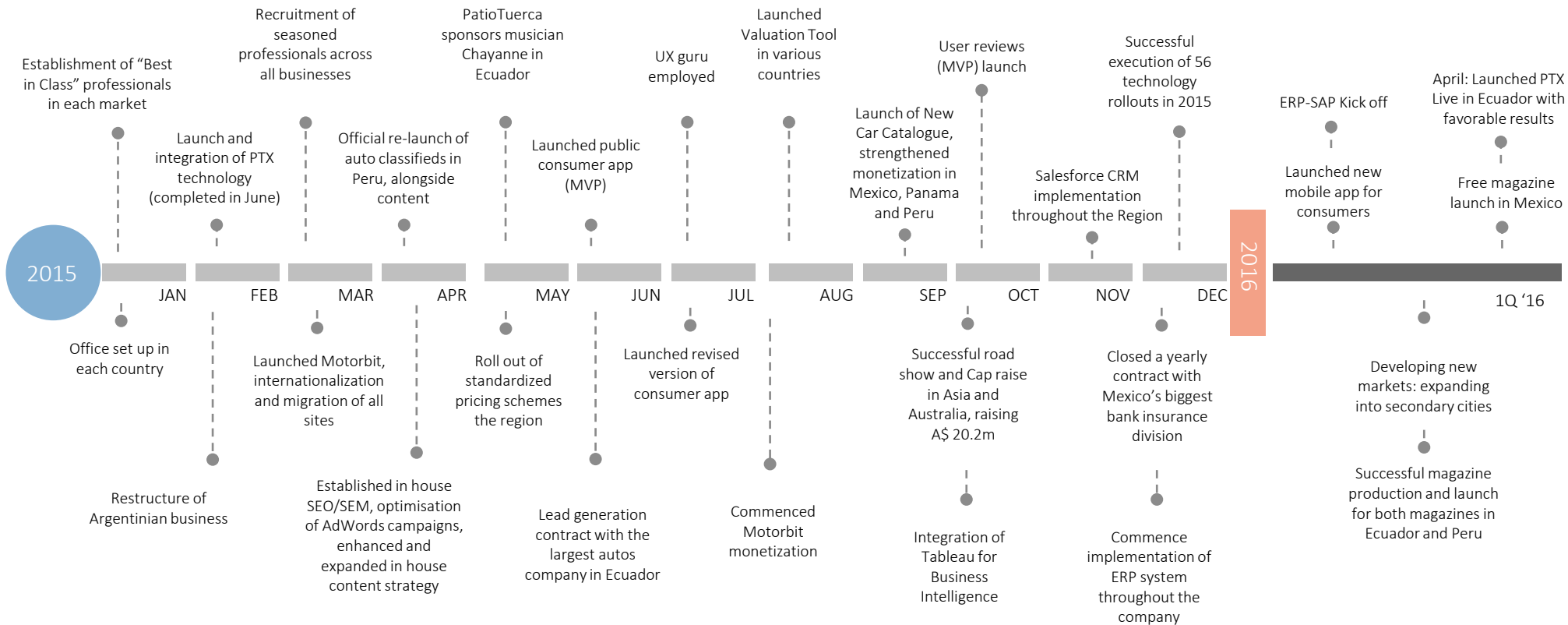
Tableau Software



SAP

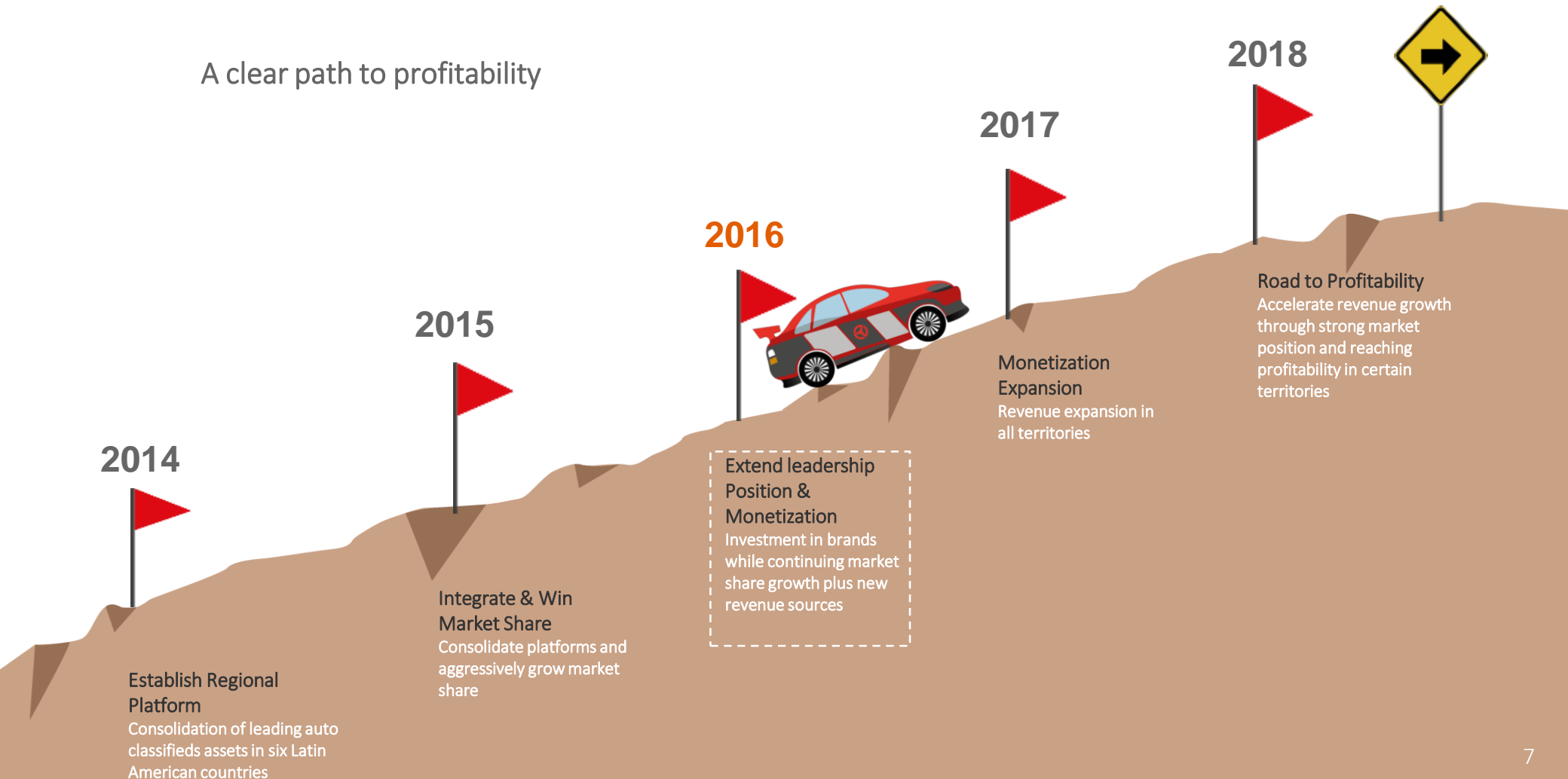


Salesforce



# BUSINESS OVERVIEW

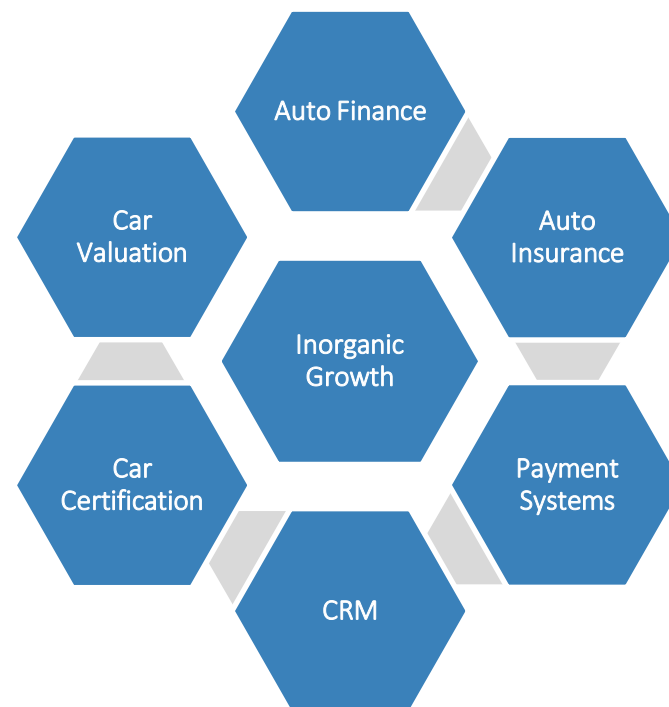
A clear path to profitability



## Current Revenue Streams

<b>Automotive Dealers</b> <ul style="list-style-type: none"> <li>• Subscription service</li> <li>• Advertising</li> <li>• Lead generation</li> <li>• Depth products</li> </ul>	<b>Private Listings</b> <ul style="list-style-type: none"> <li>• Listing fees</li> <li>• Depth products</li> </ul>
<b>General Advertising</b> <ul style="list-style-type: none"> <li>• Display banners</li> <li>• Content and premium content generation</li> <li>• Communication tools</li> </ul>	<b>Offline Classifieds + Content</b> <ul style="list-style-type: none"> <li>• Magazine revenue</li> <li>• Advertising through Motorbit content webpage</li> <li>• Listing fees</li> </ul>

## Revenue Streams 2016 Onwards





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**



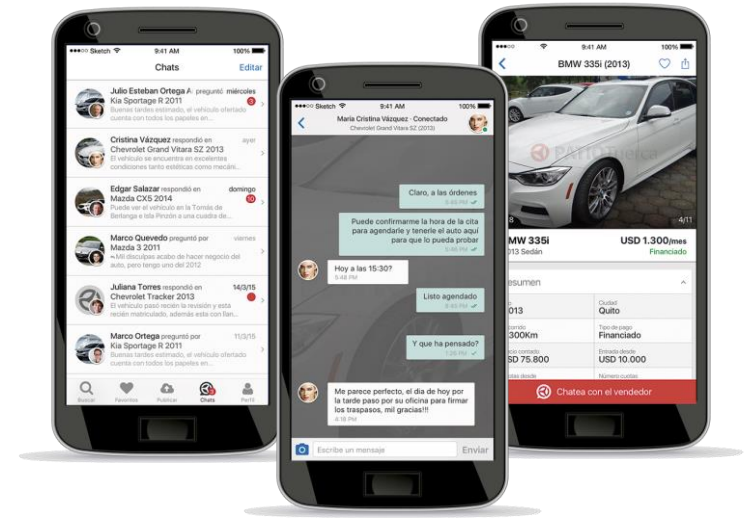
In Mexico, by 2020 75% of all digital advertising will be mobile advertising



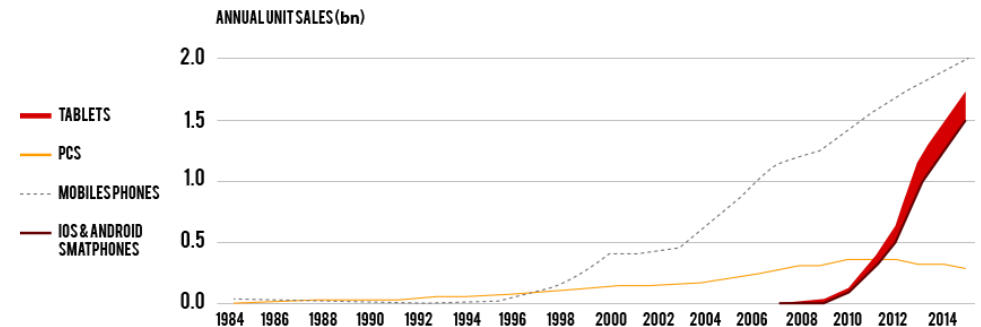
Messaging apps have 4.7x the daily sessions of other regular apps



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



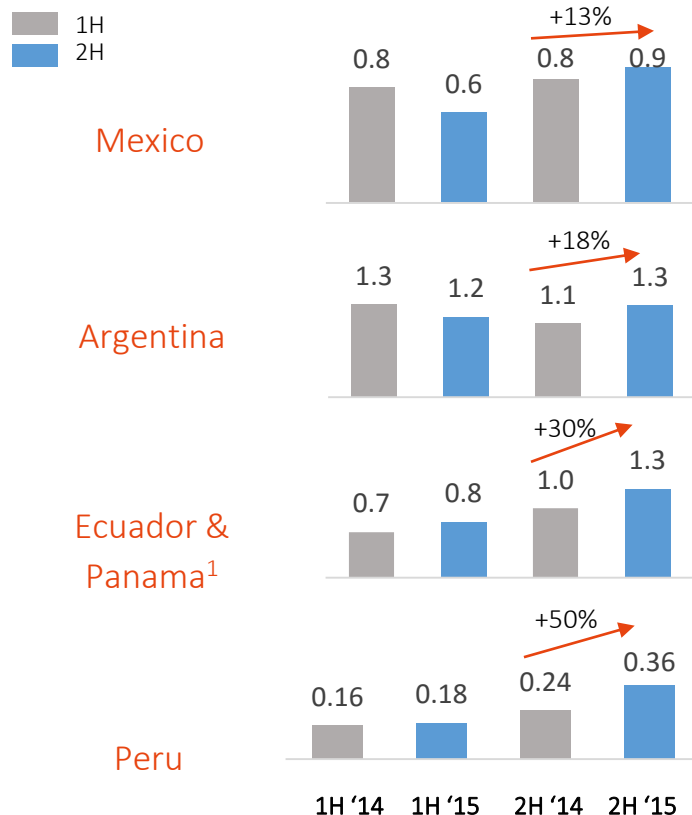
## MOBILE IS EATING THE WORLD (And tablets add a quarter-billion more)



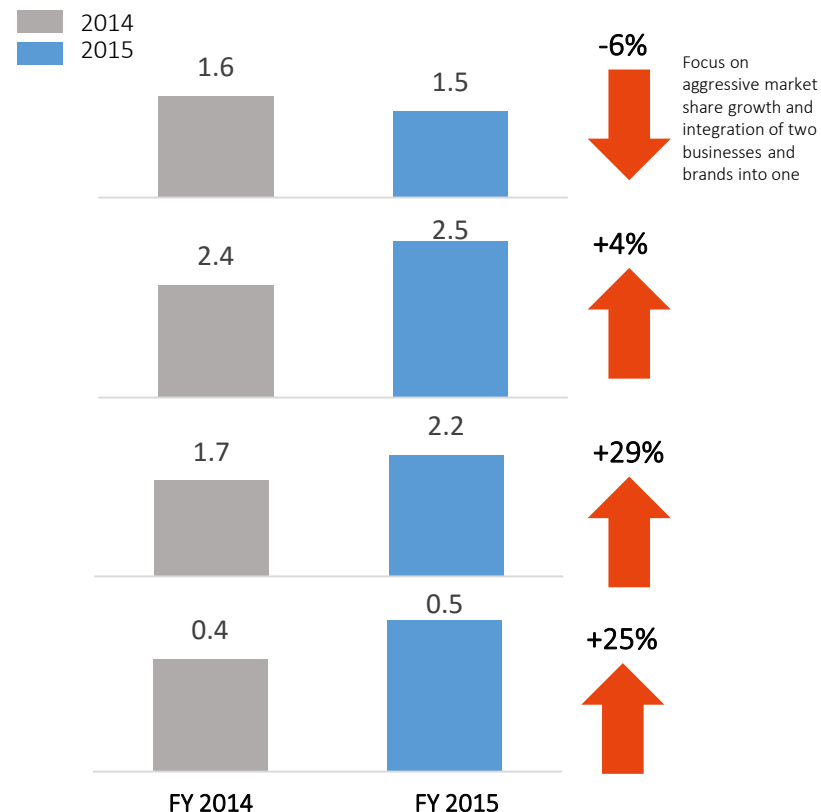
# Strong Revenue Growth During 2H 2015 & 1Q 2016



## 1 Half Year Revenues 2015 vs. 2014 (A\$m)



## 2 Full Year Revenues 2015 vs. 2014 (A\$m)



### 1Q 2016 Commentaries

- Mexico: +230 increase in local currency cash receipts from LAA's flagship Mexican business Seminuevos.com
- Revenues: Strong local currency growth in each market<sup>3</sup> ranging from 30% to 79%
- In 1Q 2016 Peru was impacted by presidential elections and leave taken by the Country Manager. The Peruvian business remains very strong as measured by all operating metrics
- LatAm Autos is in the process of implementing several strategic commercial initiatives cope market share as fast as possible

2014 figures are unaudited proforma financials, for comparison purposes only and were calculated assuming all businesses owned 100% throughout 2014

1. Includes revenues from interest gains in Australia
2. Certain numbers may not add up due to rounding (also with previous slides)
3. Excluding Peru



# Dealer Customers Increased 73% y-o-y as of March

1

Total Dealers as at March 2015








2

Total Dealers as at March 2016





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

 <p>Jorge Mejía Ribadeneira <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>Gareth Bannan <i>Co-Founder and CFO</i></p>	<ul style="list-style-type: none"> <li>• Eleven years M&amp;A, capital markets and financial management experience (including five years in LatAm)</li> <li>• Prior to LatAm Autos, Director of Chestnut Partners, a South American 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>Ariel Cilento <i>COO</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>Jacobo Moreno <i>CTO</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>Jose Luis Checa <i>CBO</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>



## P&L (A\$ '000)

	FY 2014	FY 2015
Revenue	950	6,677
Operating expenses	(4,279)	(18,925)
EBITDA	(3,329)	(12,248)
Less Non-Recurring Opex		
- Expenses Related to Severances		900
- Expenses Related to Issue of Shares		556
- Other Non-Recurring Opex		50
Underlying EBITDA	(3,329)	(10,742)

## Cash Flow (A\$ '000)

	31-Mar-16
Cash inflows from operations	1,606,737
Cash outflows from operations	(5,002,868)
Net operating cash flows	(3,396,131)
Cash position as at 31-Mar-16	16,098,318

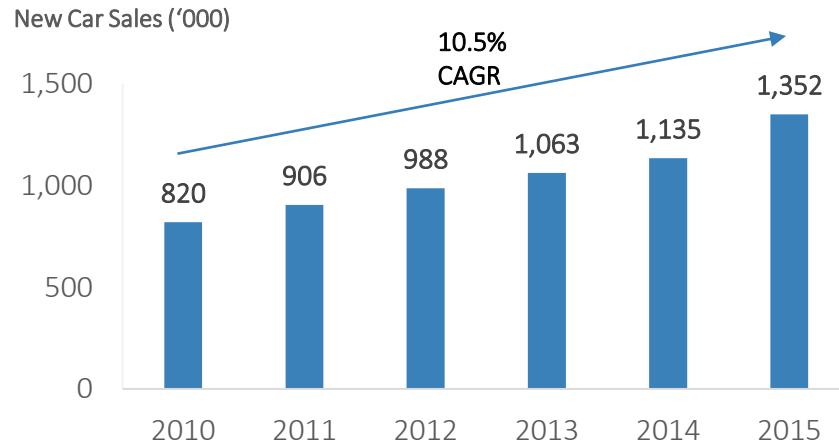
- Statutory revenue for 2014 is calculated on a part year contribution basis from when the five companies were acquired from September until December 2014
- Revenue for 2015 corresponds to the full 12 month period. LAA fully owned all of the businesses for the entirety of 2015
- Operating expenses include:
  - marketing expenses of A\$5.5m
  - personnel expenses (share based payments, severances, salaries and social benefits) of A\$7.9m
  - admin expenses of A\$4.6m

- Strong cash flow generation
  - Removing A\$ appreciation effect over some local currencies and using constant currencies as at 31-Mar-15 as a comparison, restated cash collections were +16%
- Includes a non operating foreign currency translation loss of A\$0.5m for the quarter, as LAA holds most of its cash in USD

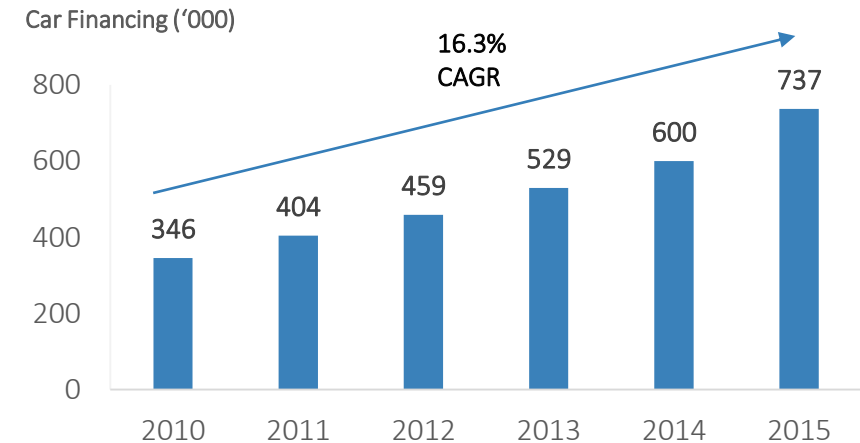
*Satellite picture taken looking north over the Andes mountain range in Argentina and Chile, from Punta Arenas and Falkland Islands up to Santiago, Buenos Aires and Montevideo*

# MARKET INFORMATION

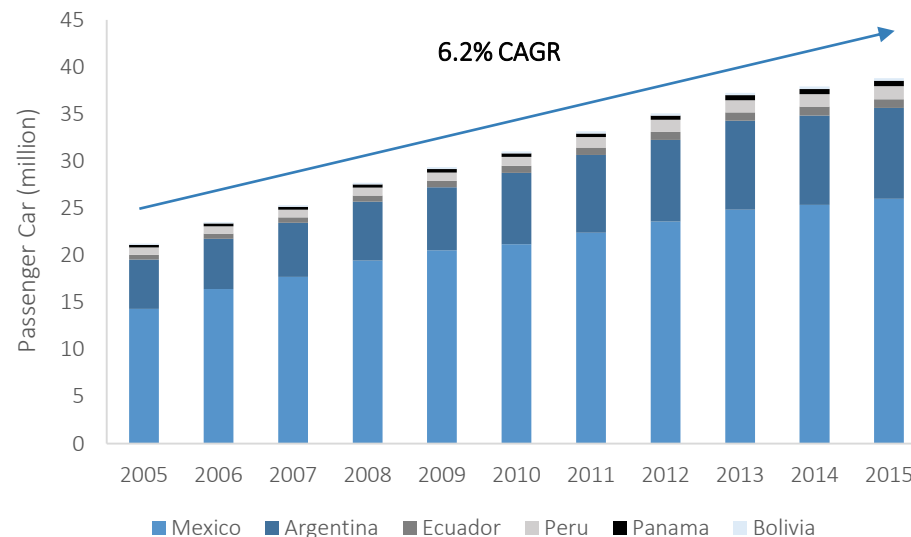
## Mexico Light Vehicle New Car Sales Growing Strongly<sup>1</sup>



## Auto Financing in Mexico Increased 23% in 2015<sup>1</sup>



## Growing Number of Passenger Cars in Use<sup>2</sup>



## LatAm Autos' Largest Market is Poised for a Consumer Boom and Digital Market Expansion



• "Digital ad spending in Latin America is set to reach new heights this year, according to eMarketer's latest forecast for ad spending around the world. In Mexico, for example, digital will account for nearly a quarter of total media ad spending this year" ~2016

• "Total media ad investments will rise faster in Latin America than in any other region worldwide through 2019, according to the latest eMarketer forecast of ad spending around the world"

• "Peru is also home to the fifth-biggest internet user market in Latin America"



• "Digital ad spending in Mexico is set to rise by double-digit rates through at least 2019"

• "Mexico is poised for a takeoff in consumer spending, powered by millions of households entering the middle class by 2020 and high optimism about the future"

• "Years of economic stability are translating into bullishness over the future among surveyed consumers" [Mexico]



## Macro Trends

- LAA is exposed to a huge population, ten times larger than Australia
- GDP per capita in most of LAA's markets is driving high growth in passenger vehicles ownership
- Total vehicles per capita very low versus Australia and USA



## Connectivity

- LAA offers a large population of internet users, around six times that of Australia's
- Smartphone and internet penetration are at an early stage, acceleration of internet penetration expected to be much faster than developed markets due to accessibility of mobile devices



## Used Car Market

- In 2015, LAA estimated total used car market size reached A\$13.1 billion
- Carsales.com in Australia currently captures 10 to 12% of all used car market related income<sup>1</sup>

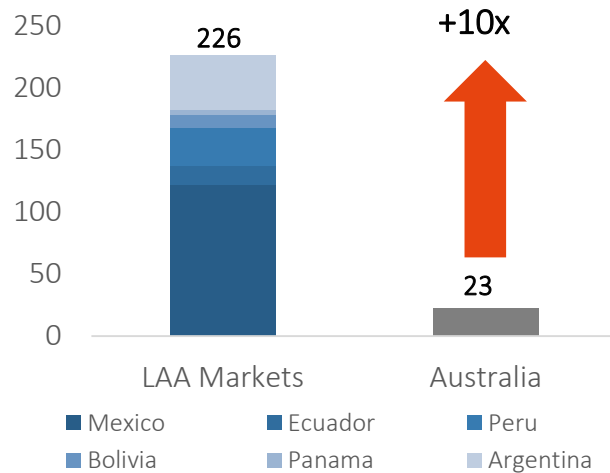


## Advertising Market

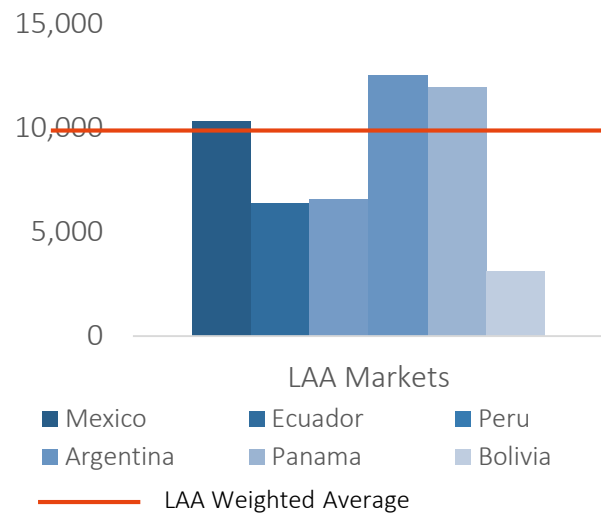
- LAA is exposed to a regional automotive advertising market of A\$ ~1.8 billion, the fastest growing advertising market in the world
- 17 out of the top 100 companies in the world by advertising expenditure are auto companies<sup>2</sup>
- Carsales.com in Australia currently has around 18% of market share in online automotive advertising<sup>1</sup>

# Market Opportunity – Macro Trends

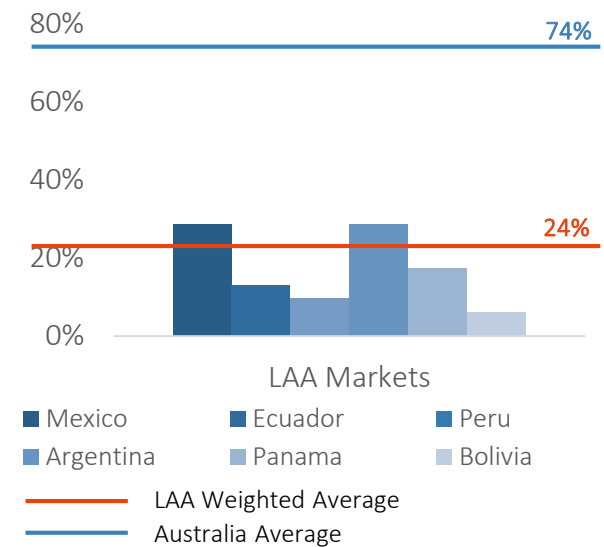
## 1 2015 Population (m)



## 2 GDP per Capita (US\$)



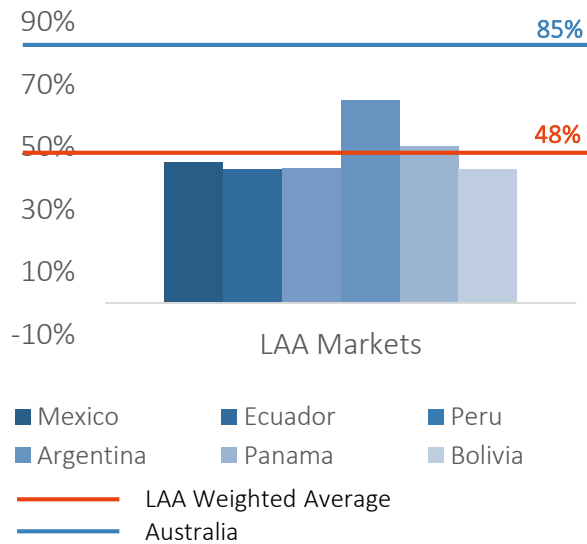
## 3 Car Penetration



- Population in the countries in which LatAm Autos operates is around 10x larger than Australia's population
- LAA's weighted average GDP per Capita of ~US\$ 10,000 is double the US\$5,000 threshold that indicates an economy's vehicle ownership enters a high growth stage<sup>1</sup>
- Low car penetration in LAA's markets (24%) offers huge room for expansion compared to Australia's (74%)

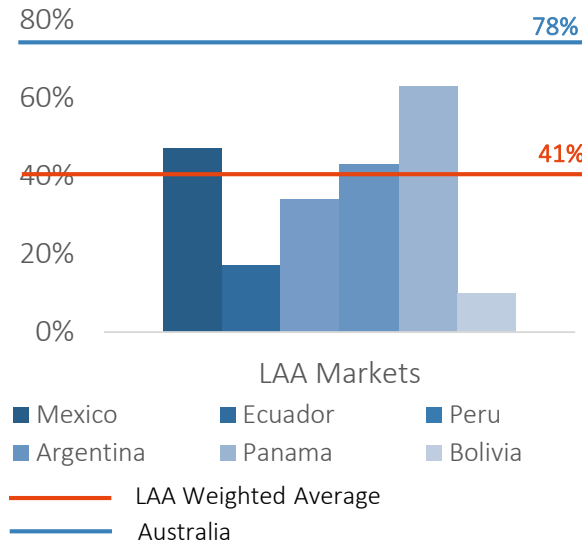
1

Internet Penetration 2014



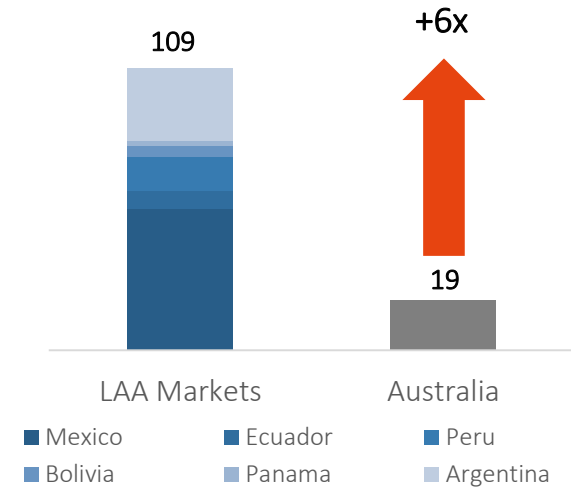
2

Smartphone Penetration



3

Internet Users (million)



- Internet and smartphone penetration in LAA's markets are at an early stage compared to Australia's, accelerated growth is expected to close the gap in the following years
- LAA has a population of internet users of around six times greater than Australia's

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.

## APPENDIX

## Motorbit gained popularity in the LatAm region boosting sessions

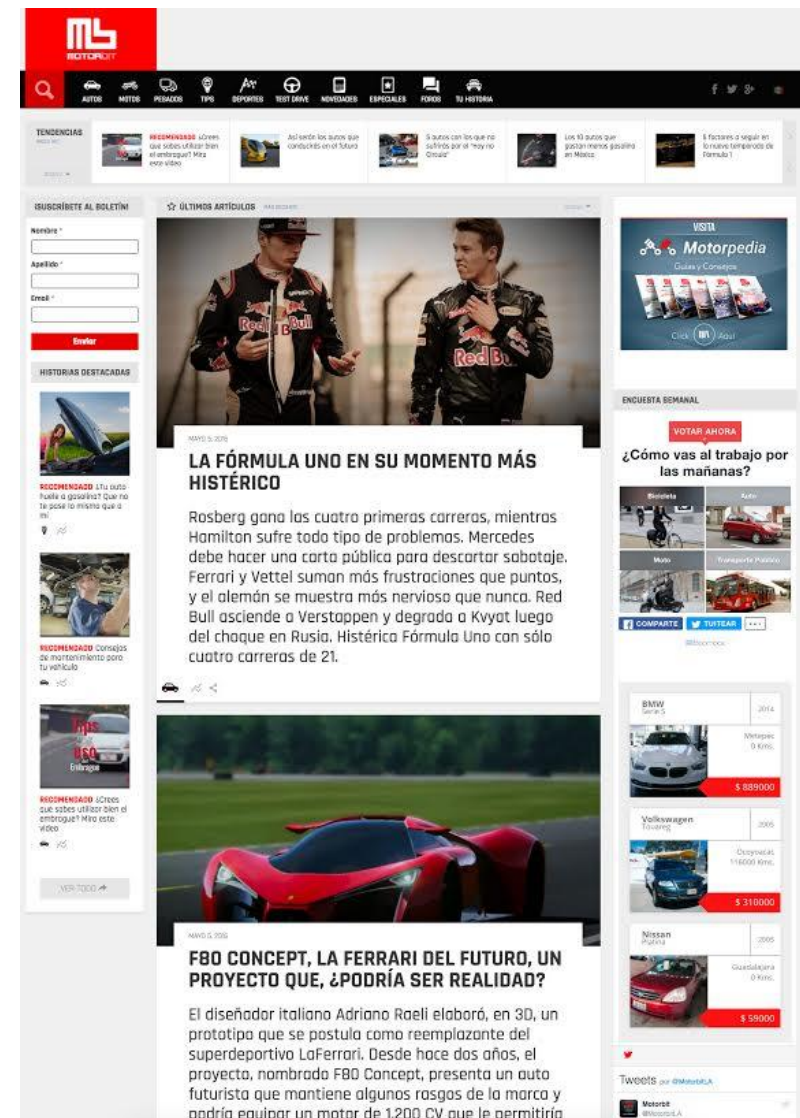
► LatAm Autos launched the first regional automotive content platform in Latin America, [motorbit.com](http://motorbit.com)

► Based on success of LatAm Autos' Peru site [todoautos.pe](http://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 trades at a **80%** discount to WebMotors average broker valuation and at a **63%** discount to iCar Asia's market capitalisation



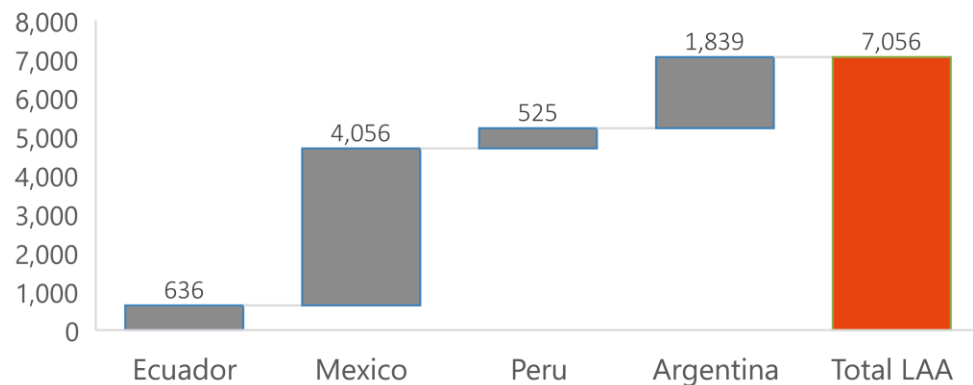
Countries	Mexico, Argentina, Ecuador, Peru, Panama, Bolivia	Malaysia, Thailand, Indonesia	Brazil	Australia
Number of Languages	1	3	1	1
Combined Population 2015 (m)	226	354	204	23
Financial Year 2015 Revenue (A\$m)	6.7	6.3 <sup>2</sup>	39.5 <sup>2</sup>	235.4 <sup>2</sup>
Current Listings ('000) <sup>3</sup>	196	400	276.6	225.6
Unique Monthly Visits (m) <sup>4</sup>	5.9	5.3	7.7	1.4
Auto Advertising Market Size (US\$m) <sup>5</sup>	~1,200	~1,900	~2,000	~1,100
Weighted Average annual growth rate of passenger cars in use (CAGR)	7.3%	8.1%	6.9%	2.4%
Weighted Average Internet Penetration	48%	39%	58%	85%
Weighted Average GDP per Capita 2014 (A\$)	13,968	6,726	16,499	89,747
Market Cap/Equity value (A\$m) <sup>6</sup>	84	225	423 <sup>7</sup>	3,050
Enterprise Value (A\$m) <sup>6</sup>	68	192	341 <sup>7</sup>	3,270

Sources: CIA Factbook, Statista, eMarketer, World Bank, Internet World Stats, OICA

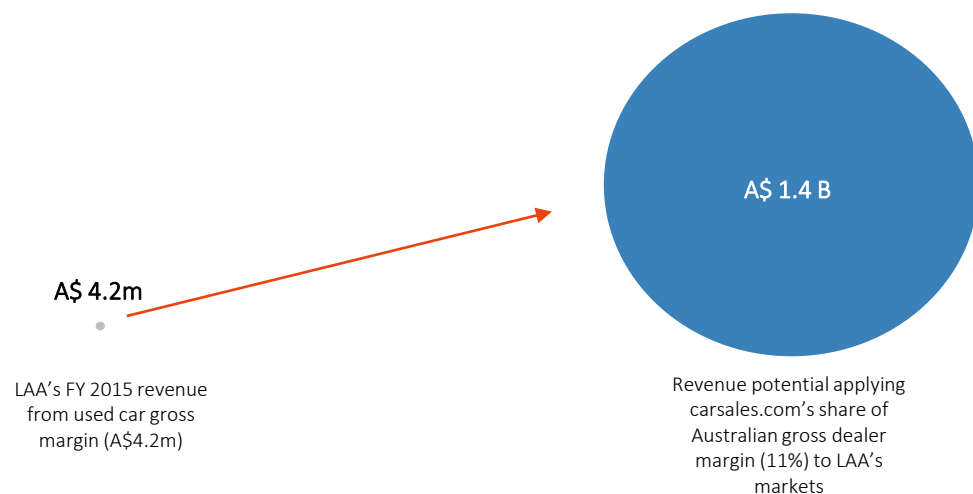
Note: 1. For primary Australian market only. 2. Source: Car Sales 2015FY Presentation 3. Listings for LAA as at Mar-16, as at Dec-15 for WebMotors, ICQ Jan-16 Press release, Jan-16 for Carsales. 4. As at Mar-16 for LAA, Dec-15 for WebMotors, Jan-15 for ICQ, Carsales: includes Motoring.com.au traffic (Company media release Apr-15) and Carsales.com.au traffic (31-dec-15 half year results presentation), excludes traffic from international sites. 5. Based on global average of 10% of total media spend. 6. As at 09-May-16 except for Webmotors, Carsales valuation includes its international businesses 7. Based on an average of broker valuations grossed up to 100% value (Ord Minnett, Deutsche Bank, Morgan Stanley, Commsec). (USD/AUD 0.69)

# Market Opportunity – Used Car Revenue Potential

## 1 Total Used Car Sales in LAA's Markets 2015 ('000)<sup>1,2</sup>



## 2 Potential Used Car Revenue Opportunity (A\$m)



## Used Car Sales Market Opportunity (Revenue)

	2015
Used Car Sales in LAA's Markets ('000) <sup>2</sup>	7,056
Average Car Price (A\$) <sup>3</sup>	\$16,171
<hr/>	
Total Transaction Value (A\$ Billion)	\$114.1
Average Used Car Margin (8%-15%) <sup>4</sup>	11.5%
Annual Used Car Market Margin (A\$B)	\$13.1

FY2015 LAA used car related revenue (A\$m) **\$4.2<sup>5</sup>**

LAA revenue potential assuming LAA reaches same share of gross dealer margins as carsales.com.au in Australia (10-12%)<sup>6</sup> **A\$1.3 B to A\$1.6 B**

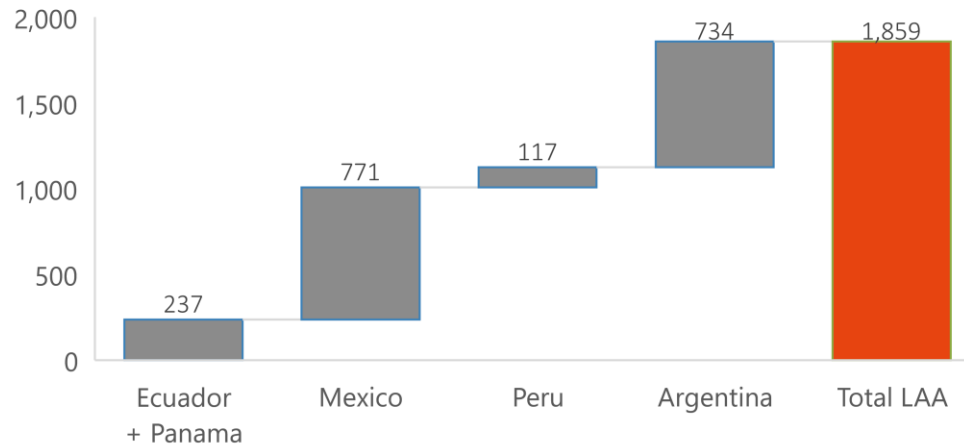
New car sales source: For Argentina - ADEFA, AMDA – Mexico, OICA – Peru, Bolivia and Ecuador (2H 2015 was forecasted by LAA) and ADAP – Panama

1. Ecuador's used car sales, include Bolivia and Panama's
2. Used car sales calculated as 3 used cars per each new car sold
3. Based on weighted average of LAA's listings
4. Based on industry LAA estimates from customer surveys
5. Includes revenues from subscriptions to dealers, private listings, autofoco magazine and other
6. iCar Asia's 1H 2015 Investor Presentation (CarSales.com owns 20.2% of iCar Asia)

# Market Opportunity – Advertising Revenue Potential

*“Latin America has the fastest-growing Ad Market” – eMarketer 2015*

## 1 Estimated Regional Automotive Ad Spend for 2015 (A\$m)<sup>1</sup>



## Advertising Market Opportunity

	2015
LAA's Total Regional Ad Spend (A\$m)	18,597
Total Regional Automotive Ad Spend (A\$m)	1,859
Online Share of Ad Spend <sup>2</sup>	10%

Total Current Regional Automotive Online Ad Spend (A\$m)	186
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FY 2015 LAA's Ad Revenue (A\$m)	\$2.5
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LAA revenue potential based on CarSales.com (AU) current market share @ 18% <sup>3</sup>	A\$33m
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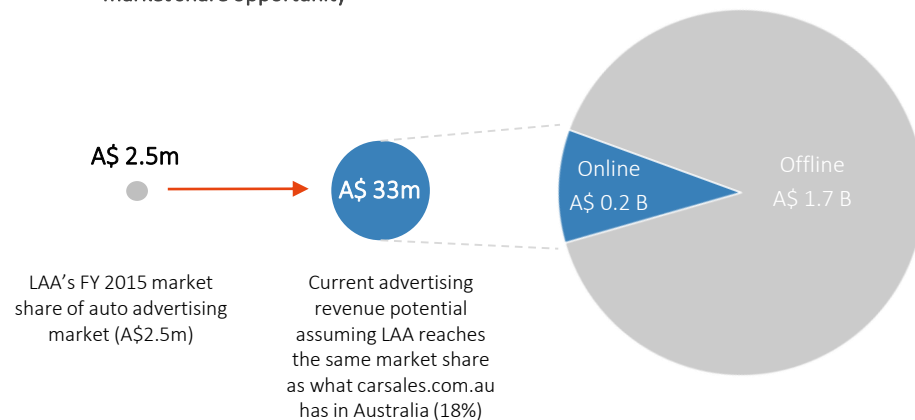
Sources: Statista and eMarketer. FX rate (USD:AUD – 0.69)

1. Automotive Advertising: 10% of total Advertising (industry average)
2. Frost & Sullivan Report
3. iCar Asia's 1H 2015 Investor Presentation (CarSales.com owns 20.2% of iCar Asia)

## 2 Potential Advertising Revenue Opportunity (A\$m)

Online auto advertising: Short term market share opportunity

Total auto advertising market: Longer term opportunity as migration from offline to online accelerates





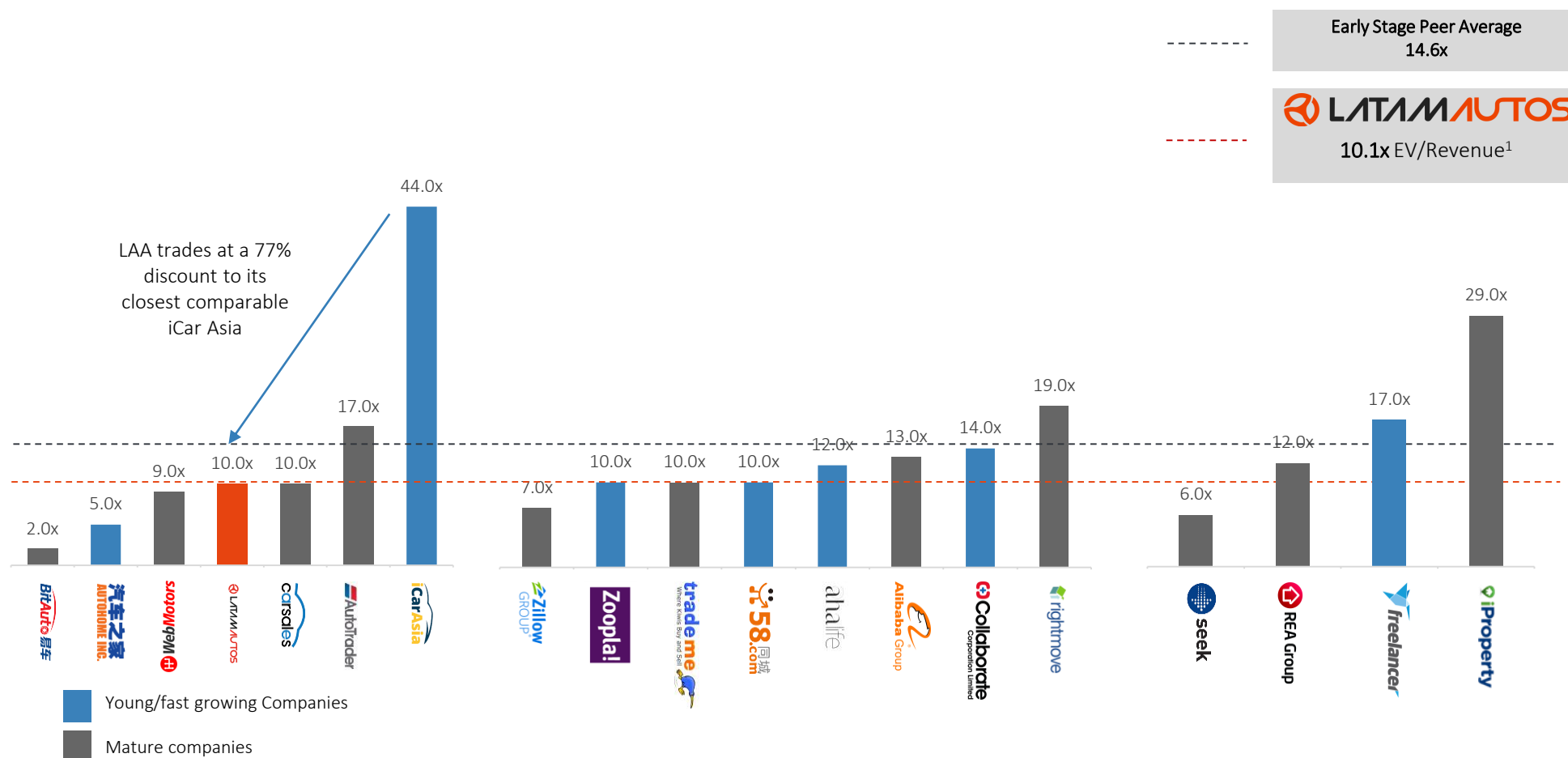
LatAm Autos trades at a **77% discount** to its closest peer iCarAsia and at a **31% discount** to early stage peer group average

## LTM EV / Revenue Multiples

### Online Auto Classifieds

### Other Online Marketplace

### Australian Online/Internet Businesses





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