

22 August 2019

LAA reports record months and on track for record quarter

Melbourne – 22 August 2019: LatAm Autos Limited (ASX: LAA) (“LatAm Autos” or the “Company”) is pleased to announce record sales in its Mexican FinTech business along with record organic traffic to its Mexican Online Classifieds business.

Highlights:

- **Record sales for Motorfy Credit Mexico in July 2019; 28% growth over the previous month;**
- **August 2019 month-to-date (“MTD”) record sales for Motorfy Credit Mexico with a further 19% growth on corresponding July 2019 MTD sales;**
- **Record year-to-date (“YTD”) total unit sales for all Motorfy Cross Sell products in Mexico, 30% year-on-year (“YOY”) growth on a YTD basis until July 2019;**
- **Record organic traffic to the Mexican website Seminuevos.com, 55% growth YOY in July 2019**


Commentary:

Several key drivers for revenue generation reached record levels in July and MTD August 2019, including:

- Record sales of the Company’s core FinTech product - Motorfy Credit Mexico were achieved in both July and August MTD 2019. The strong growth month-on-month in July 2019, where sales grew by 29% from the previous month, have continued in August where MTD sales grew a further 19% compared to the same period in July 2019. The growth in sales can be attributed to ongoing operational optimisation resulting in better conversion rates for Motorfy Credit, the introduction of new product features and increased contribution from new financial partners;
- The Company’s FinTech business in Mexico continues to perform well overall with 30% YOY growth of total unit sales for Cross Sell products on a YTD basis driven by increased unit sales across all Motorfy products. This highlights the strong positive correlation between Motorfy Credit and the other Motorfy Cross Sell products
- Record free organic traffic to the Mexican website Seminuevos.com which grew by 55% YOY in July 2019 was due ongoing Search Engine Optimisation (SEO) improvements being implemented. Increased levels of free organic website traffic reduces the need for marketing spend to attract website visitors and is typically higher quality than paid traffic

CEO and Executive Director Jorge Mejia commented:

“We are extremely pleased to achieve a record month for Motorfy Credit Mexico sales in July flowing into August 2019 and leading into what we expect to be a record quarter in Mexico. This is testament to the execution strategy and ongoing optimisations being implemented over many months by the team. We are also extremely pleased with the contribution of new financial partners to the total number of Motorfy Credit sales in Mexico which diversifies and adds depth to our product offering.”



Company Chairman Mike Fitzpatrick commented:

“The new Board and I are pleased to see the sales of the Company’s core FinTech product - Motorfy Credit Mexico - perform well since the end of the initial rights issue. We expect to see continued improvement in the Company’s performance in the coming months and quarters.”

-Ends-

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About LatAm Autos (ASX: LAA)

LatAm Autos is a leading online car transaction market place with operations in Mexico, Ecuador and Peru. LatAm Autos is capitalising on the shift of automotive classifieds advertising to online channels, whilst providing ancillary services to car buyers such as finance, insurance and car tracking technology through its Motorfy brand. For more information on LatAm Autos, please visit its website: www.latamautos.com.

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This document contains certain "forward-looking statements". The words "anticipate", "believe", "expect", "project", "forecast", "estimate", "outlook", "upside", "likely", "intend", "should", "could", "may", "target", "plan" and other similar expressions are intended to identify forward-looking statements. Indications of, and guidance on, future earnings and financial position and performance, including LatAm Autos' FY19 outlook, are also forward looking statements, as are statements regarding LatAm Autos' plans and strategies and the development of the market. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of LatAm Autos, which may cause actual results to differ materially from those expressed or implied in such statements. LatAm Autos cannot give any assurance or guarantee that the assumptions upon which management based its forward-looking statements will prove to be correct or exhaustive beyond the date of its making, or that LatAm Autos' business and operations will not be affected by other factors not currently foreseeable by management or beyond its control. Such forward-looking statements only speak as at the date of this announcement and LatAm Autos assumes no obligation to update such information. The release, publication or distribution of this presentation in jurisdictions outside Australia may be restricted by law. Any failure to comply with such restrictions may constitute a violation of applicable securities laws.