

LatAm Autos Ltd (ASX:LAA)

EAP Conference

November 2018

LAA - Leading Vehicle Transaction Marketplace

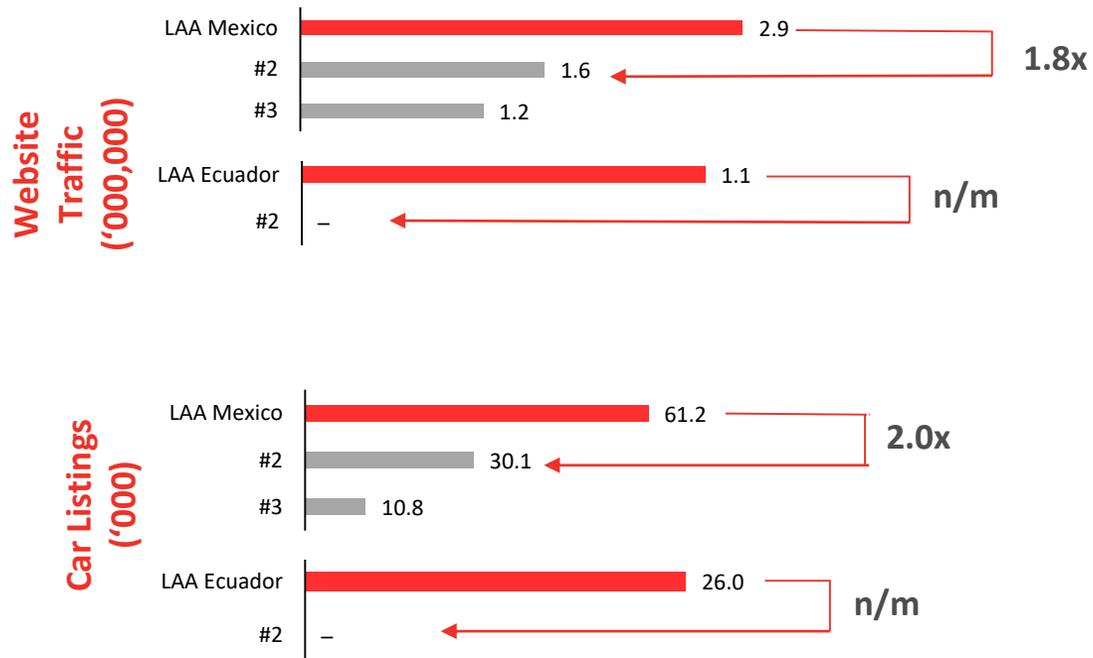


After successfully developing its position as the leading dedicated online auto classifieds platform in Mexico and Ecuador, Latam Autos has now become a complete vehicle transaction marketplace

MEXICO AND ECUADOR FOCUS ¹

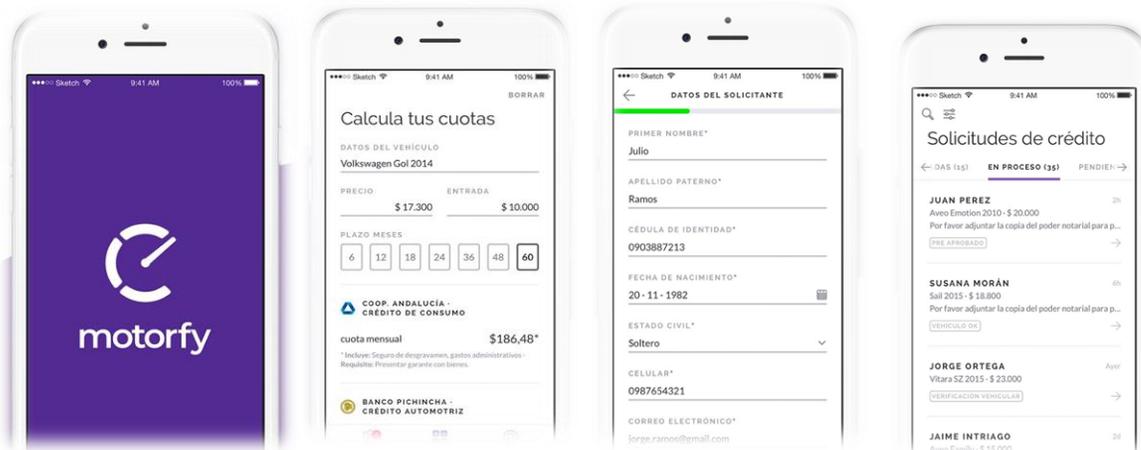


LEADING MARKET POSITIONS ^{2, 3, 4}



1. Revenue by country percentage estimated 2018. 2. Traffic source: Similarweb.com, traffic (organic and paid) as of 3Q18. Similarweb.com is a third party service provider that provides estimates only, actual results may be significantly different to similarweb estimates. 3. Listings for competitors from each website as at Sep-2018. 4. Traffic and Listings of nearest auto verticals in Ecuador are not meaningful in quantum

Online Classifieds and Auto Finance



LAA's core competitive advantages:

- **Lead generation:** Provides high quality leads to car dealer and private customer advertisements
- **Conversion:** High conversion rates for vehicle sales and loan applications
- **Product:** Dedicated team providing technology solutions to dealers and private sellers

Motorfy – Swiss Army knife for car dealers

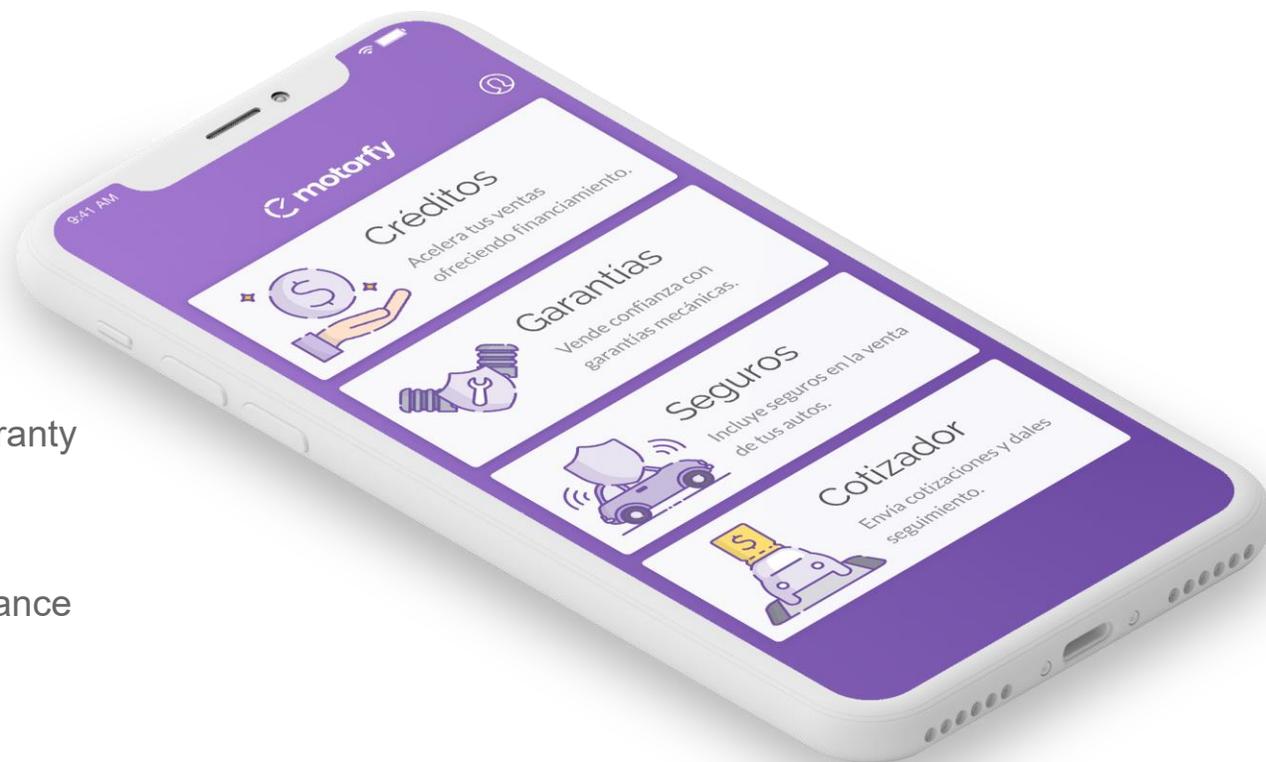


01 **Auto Finance** partnering with financial institutions

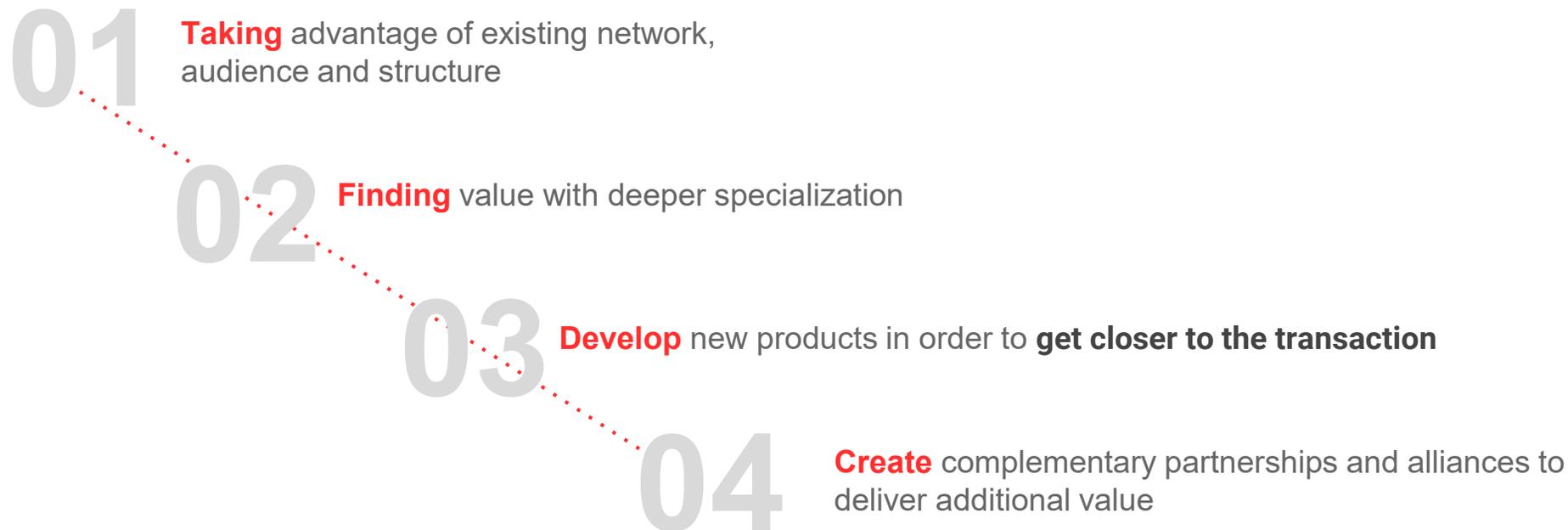
02 **Warranty** 1 – 2 year mechanical warranty

03 **Insurance** General Insurance

04 **Others**

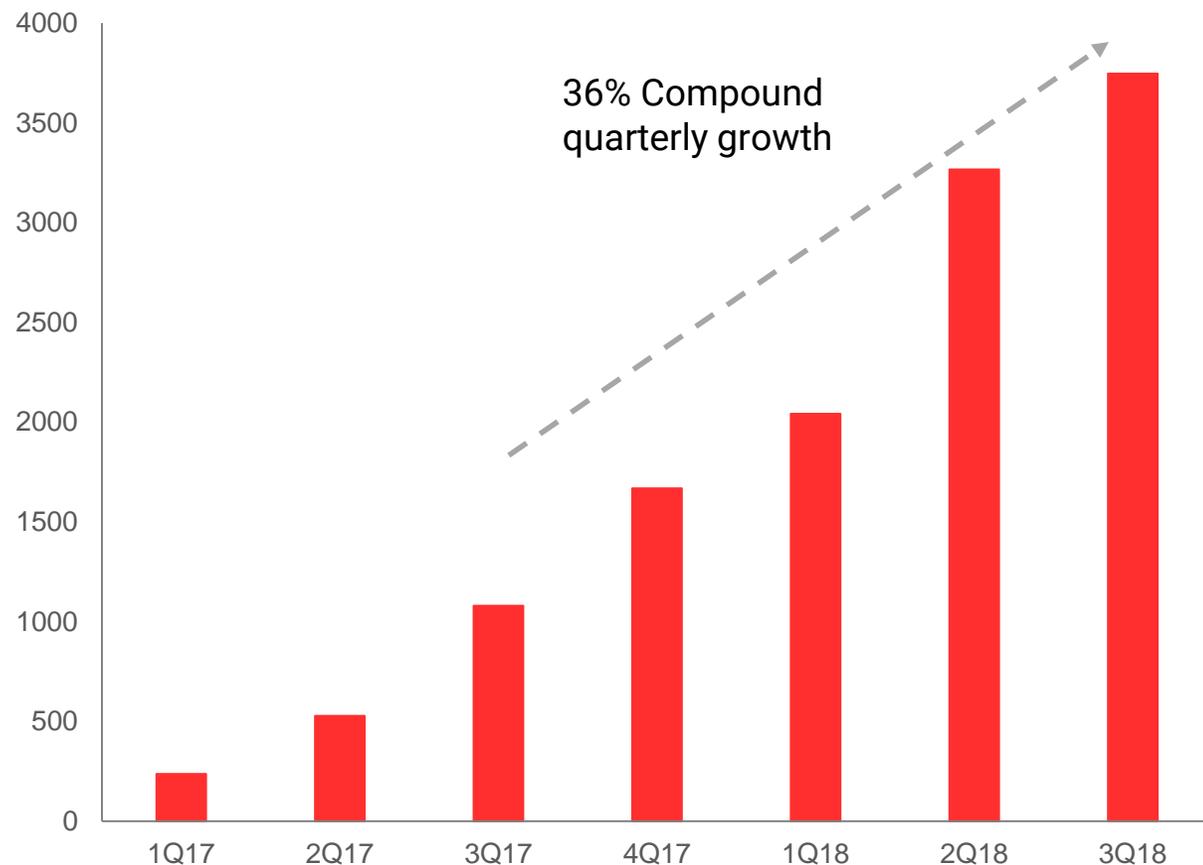


Evolution of a Vertical – Step by Step



Develop a new vision
with multiple revenue models

Cross Sell Product Unit Sales



- Continued growth in unit sales of Cross Sell Products during 3Q18
- Focus on driving new dealer users

ONE auto finance transaction represents up to.....



10x

More revenue

Than a monthly
classifieds only dealer
package in Mexico



Focus on profitable products



LAA is leveraged to high margin, fast-growing Cross Sell product sales, which in Mexico generate up to 11.8x the revenue of traditional dealer subscription revenue

LAA focusing its efforts on most profitable products



- LAA to focus on driving Cross Sell product sales in its core growth markets of Mexico and Ecuador
- Mexico is expected to be LAA's key growth driver

1: Compares the average monthly cost of a dealer classifieds subscription package in Mexico, to the unit sale price of Cross Sell products

Motorfy – Product Partners Overview



motorfy Créditos



motorfy Connect



motorfy Seguros



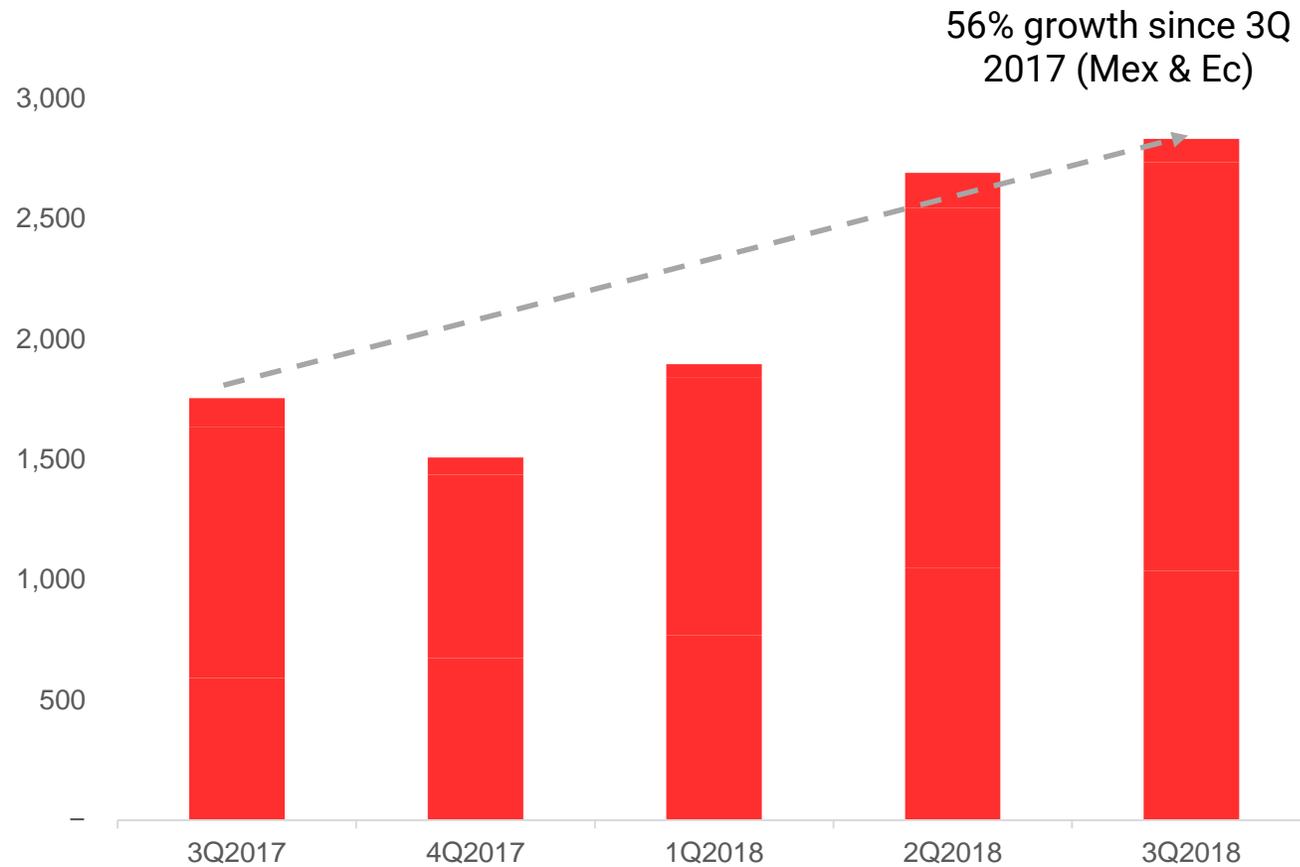
motorfy Garantías



Classifieds

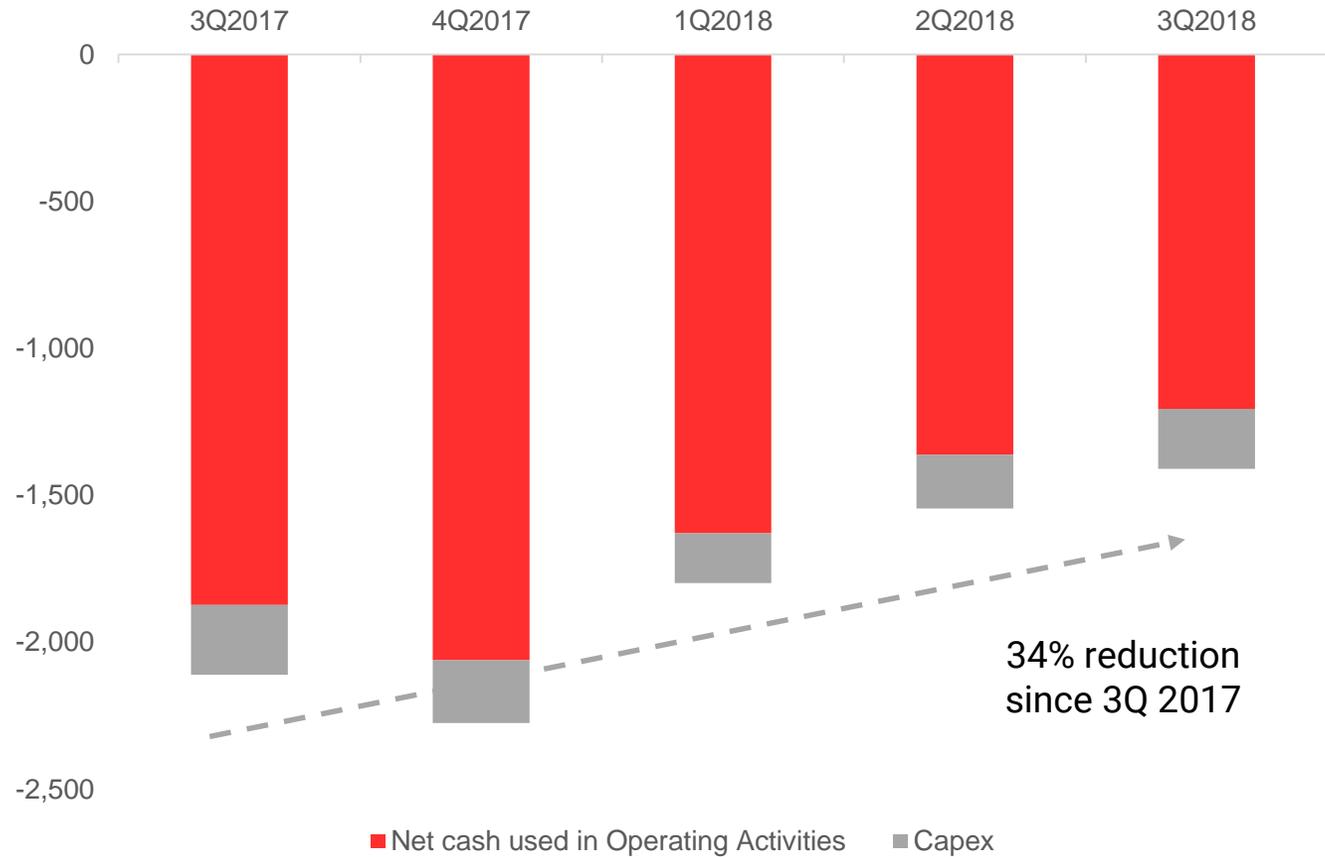


Quarterly Cash Receipts (A\$k, const. currency)



- Continued growth in Cross Sell Products during 3Q18
- Focus on driving new dealer users

Quarterly Net Cash Outflows (A\$k)



- Working capital cycle improvements combined with record revenues has reduced net cash outflows
- First operational cash flow positive month in September 2018
- October 2018 recorded strongest ever overall group revenues
- December and January seasonally are slower months

1: Excludes one offs



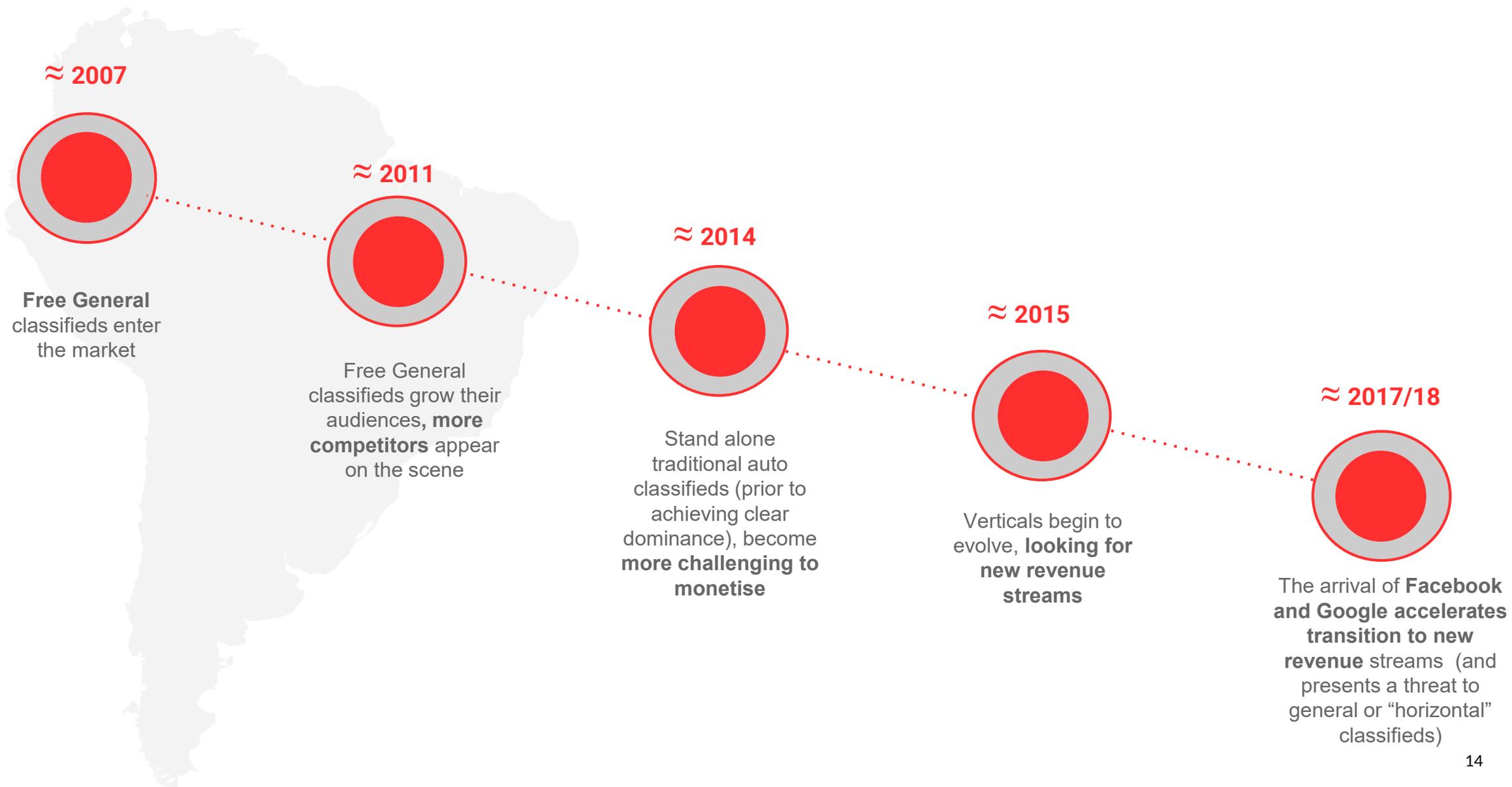
Key growth drivers of reaching cashflow positive on a sustainable basis include:

- Increased loan application conversion rates through the addition of new loan products, such as prime credit loan options, to Motorfy (advanced negotiations ongoing)
- Continued growth in car dealers using Motorfy
- Seasonality



APPENDIX

Evolution of the Online Classifieds Industry in Latin America



UNDERSTANDING THE AUTOMOTIVE CONSUMER JOURNEY FROM LEAD GENERATION TO PRODUCT OFFERING



Existing buyer journey and the opportunities derived from it



Meeting underserved
segments of the
automotive market



Develop a business
model where all
involved parties can
profit from it



Find and select the right
partners to develop the
business



THANK YOU



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