



13 November 2018

## **LAA announces integration with Facebook Marketplace in Mexico**

**Mexico City – 13 November 2018:** LatAm Autos Limited (ASX: LAA) (“**LatAm Autos**” or the “**Company**”) is pleased to announce that its market leading dedicated online auto classifieds business in Mexico, [seminuevos.com](http://seminuevos.com), has completed an integration with Facebook Marketplace.

### **Highlights:**

- **LAA integrates with Facebook Marketplace to enable its car dealer customers to place their listings on the Facebook Marketplace platform**
- **Adds significant social media channel to LAA’s dealer product suite**
- **Complements existing leads generated through [seminuevos.com](http://seminuevos.com) platform**
- **Separately, by way of trading update, the month of October generated all-time record revenues**

### **Overview**

After completing a beta testing phase, LAA is pleased to announce it has provided its car dealer customers with an option to place their vehicle listings on Facebook Marketplace in the Mexican market.

### **Car transaction marketplace**

LatAm Autos is focused on building out its vehicle transaction marketplace (**‘VTMP’**), providing a range of classifieds and Cross Sell products to vehicle buyers. Product offerings on the VTMP include:

- Motorfy Credit: automotive loans products including near prime credit loans and non-conforming credit loan products
- Motorfy Garantias: mechanical warranty product
- Motorfy Seguros: insurance product providing access to over 10 automotive insurance providers
- Motorfy Connect: GPS tracking technology

### **Management Commentary**

CEO and Executive Director of LatAm Autos Jorge Mejia commented,

“Focusing on providing a complete vehicle transaction marketplace is LAA’s priority and we are pleased to be leading the way in innovating the social media channel for our car dealer customers. The new marketing channel provides a further tool for lead generation that complements the existing classifieds operations”.

### **October update**

The Company is pleased to provide the following two operational updates.

The month of October was another record month in terms of overall group revenues.



Additionally, significant progress has been made in relation to agreements for the addition of new loan products onto the Motorfy platform which will allow the Company to provide suitable loan products for all types of credit profiles.

**For more information, please contact:**

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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](http://www.latamautos.com).

**Caution Regarding Forward-Looking Information**

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' FY18 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.