

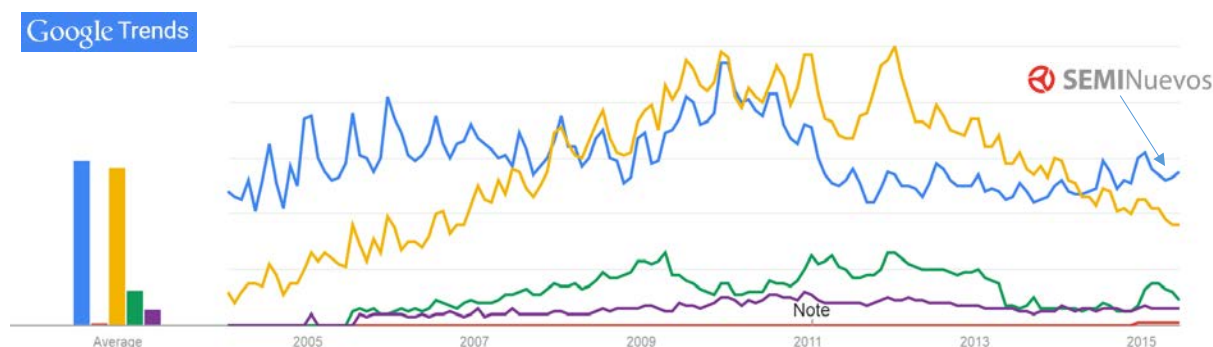
LATAM AUTOS INCREASES WEBSITE LEADS BY 50%, UNVEILS NEW MARKETING INITIATIVES TO CONTINUE GROWTH

Company launches single brand strategy in Mexico plus two mobile apps

Melbourne, Australia; 25 June 2015: [LatAm Autos Limited](#) (ASX: LAA), a leading online auto classifieds business in Latin America, today revealed that average weekly leads to its websites were 50% higher over the past four weeks, compared to the same period last year, thanks to the integration of proprietary technology platform PTX and an aggressive marketing campaign. It also announced the implementation of its single brand strategy in Mexico, bringing both its Mexican brands under the umbrella of [seminuevos.com](#).

Seminuevos.com

Consistent with its objective of having a single brand in the Mexican market, the Company is pleased to report the migration of [demotores.com.mx](#) to its main site [seminuevos.com](#). The immediate benefits of this relate to the consolidation of both sites onto the PTX platform, as well as efficiencies achieved from marketing a single brand that is expected to capture significant organic traffic. *Seminuevos* is the most searched for name when comparing to other dedicated car classifieds websites in Mexico (see graph below), highlighting the strong SEO potential of the website.



Source: Google trends: refers to total searches for each term relative to the total number of searches done on Google over time

Focus on mobile

To capitalise on the growing smartphone penetration in its markets as well as the mobile capabilities of PTX, LatAm Autos has released two new mobile apps. The first app is a native app that makes LatAm Autos' sites available to all iOS and Android users, including powerful features like the free car valuation tool.

The second is Motorapp, a customisable mobile app for car dealers. The Company developed this free-of-charge app to allow dealers to create their own self-branded app and take their listings mobile. All vehicles uploaded to Motorapp are also published on the LatAm Autos' sites, further increasing the visibility of the listings to help dealers grow their online sales.

LatAm Autos has already reported strong growth in its core operating metrics in conjunction with its quarterly cash flow announcement. These were:

- Combined monthly audience of 3.9 million unique visitors to LatAm Autos' websites during the month of March representing a 15% increase since 31-December 2014.

- Combined vehicle listings of 95,000 as at end of March representing a 25% increase since 31-December.

Further updates on these metrics will be provided as at 30 June 2015, along with the Appendix 4C cash flow report. Core operating metrics are expected strengthen significantly in the second half of 2015 as the Company ramps up its marketing efforts across the regions.

LatAm Autos is a leading dedicated online auto classifieds and content platform with operations in six countries in Latin America – Mexico, Argentina, Ecuador, Peru, Panama and Bolivia. As early movers in the region’s online auto classifieds industry, LatAm Autos is positioned to capitalise on the shift of auto classifieds advertising from traditional print media sources to online channels. For more information on LatAm Autos, please visit its website: www.latamautos.com.

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