

INVESTOR PRESENTATION
October 2015



LatAm Autos is a leading dedicated online auto classifieds and content platform with operations in six countries across Latin America

KEY STATS

6 countries

with LatAm operations

228 million

combined population

9.6 million

total monthly sessions¹

5.9 million

unique monthly visits¹

~168,000

Listings¹

\$6.1 million

in 2014 revenue²



197k monthly video views³

1.3 million monthly estimated minutes watched³

CLASSIFIEDS WEB PROPERTIES

MEXICO	SEMINuevos.com
ECUADOR PANAMA BOLIVIA	PATIOtuerca.com
PERU	TODOAutos.pe
ARGENTINA	AUTOFoco.com

CONTENT WEBSITE

LATAM	Motorbit.com
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OUR STORY

- Early mover in the Latin American online auto classifieds industry
- Applying a proven successful business model to one of the most exciting emerging market regions globally
- Positioned to capitalise on the generational shift of classifieds advertising from offline to online
- Exposed to increasing internet penetration and car ownership in Latin America
- Board and Executive Management Team with significant experience in establishing, operating, growing and monetising online classifieds and media businesses across the world, including in Latin America

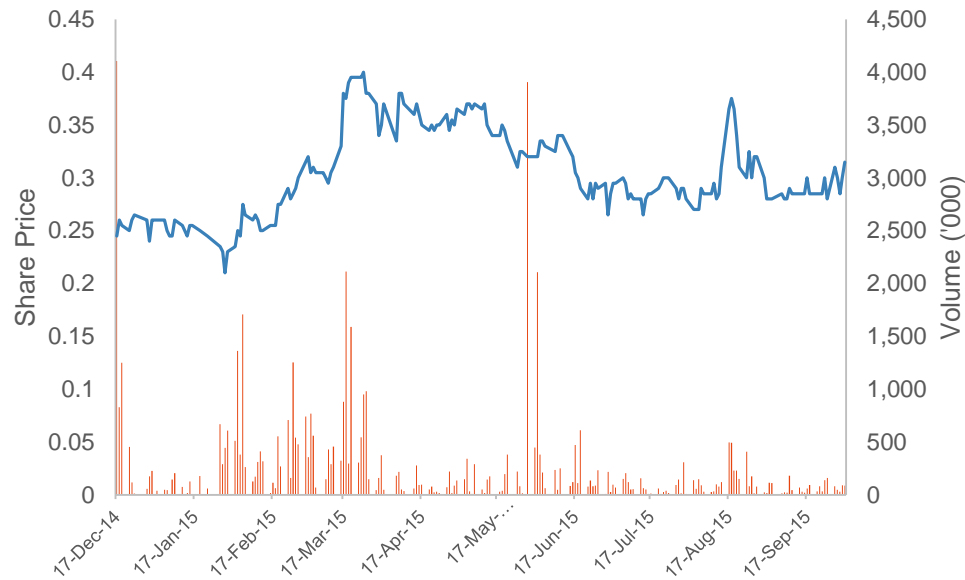
1: As at 30 September 2015

2: Based on unaudited proforma revenues of combined businesses

3: For the month of September 2015



LAA share trading since IPO



Key Statistics

ASX code	LAA
Share price (2-Oct-15) (\$A)	\$0.32
52 week high/low (\$A)	\$0.43/0.21
Issued capital	243.2m
Market Capitalization (\$A)	\$76.6m
Net cash (04-Oct-15) (\$A)	\$6.0m
Enterprise Value (\$A)	\$70.6m
Average daily volume	274k shares

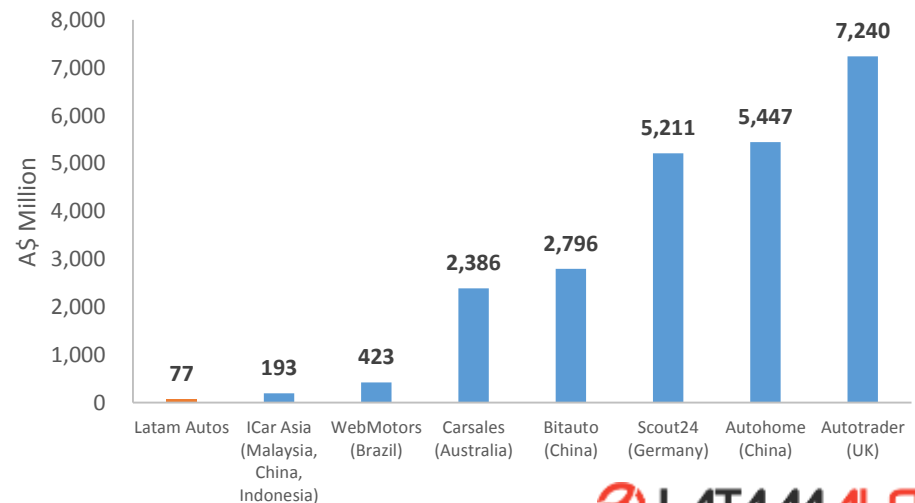
Source: Capital IQ

Note: Valuations based on market cap. for listed companies as of 2-Oct-15. For WebMotors, average broker valuation used

Directors

 Tim Handley	<ul style="list-style-type: none"> Co-Founder and Executive Chairman 12 years M&A (Gresham & UBS), equity and debt capital markets experience (including 6 years in Latin America)
 Michael Fitzpatrick	<ul style="list-style-type: none"> Independent Non-Executive Director (NED) Founded Hastings Funds Management, NED Carnegie Wave Energy, Chairman Infrastructure Capital Group, Chairman Treasury Group, Commissioner and Chairman of the Australian Football League
 Simon Clausen	<ul style="list-style-type: none"> Independent Non-Executive Director (NED) Over 17 years experience in high growth technology businesses in both Australia and the United States Founder and CEO of PC Tools, founding investor and NED of freelancer.com
 Colin Galbraith	<ul style="list-style-type: none"> Independent Non-Executive Director (NED) Special Advisor to Gresham Partners. Chairman of CARE Australia, previously a Director of Commonwealth Bank of Australia

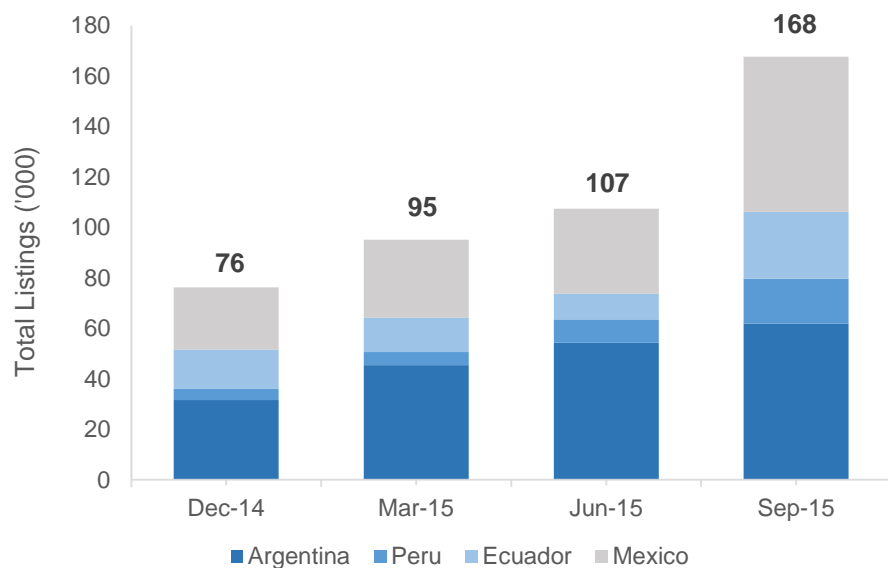
Valuations of online auto classifieds businesses globally



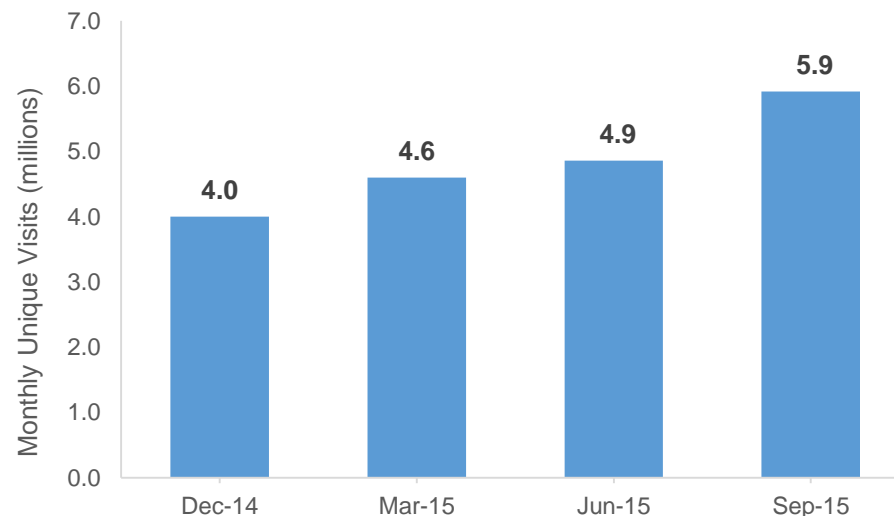


Market share growth has been significant, despite a focus on integration and technology migrations in the first half of 2015

1 Total vehicle listings by territory¹



2 Total monthly unique visitors YTD



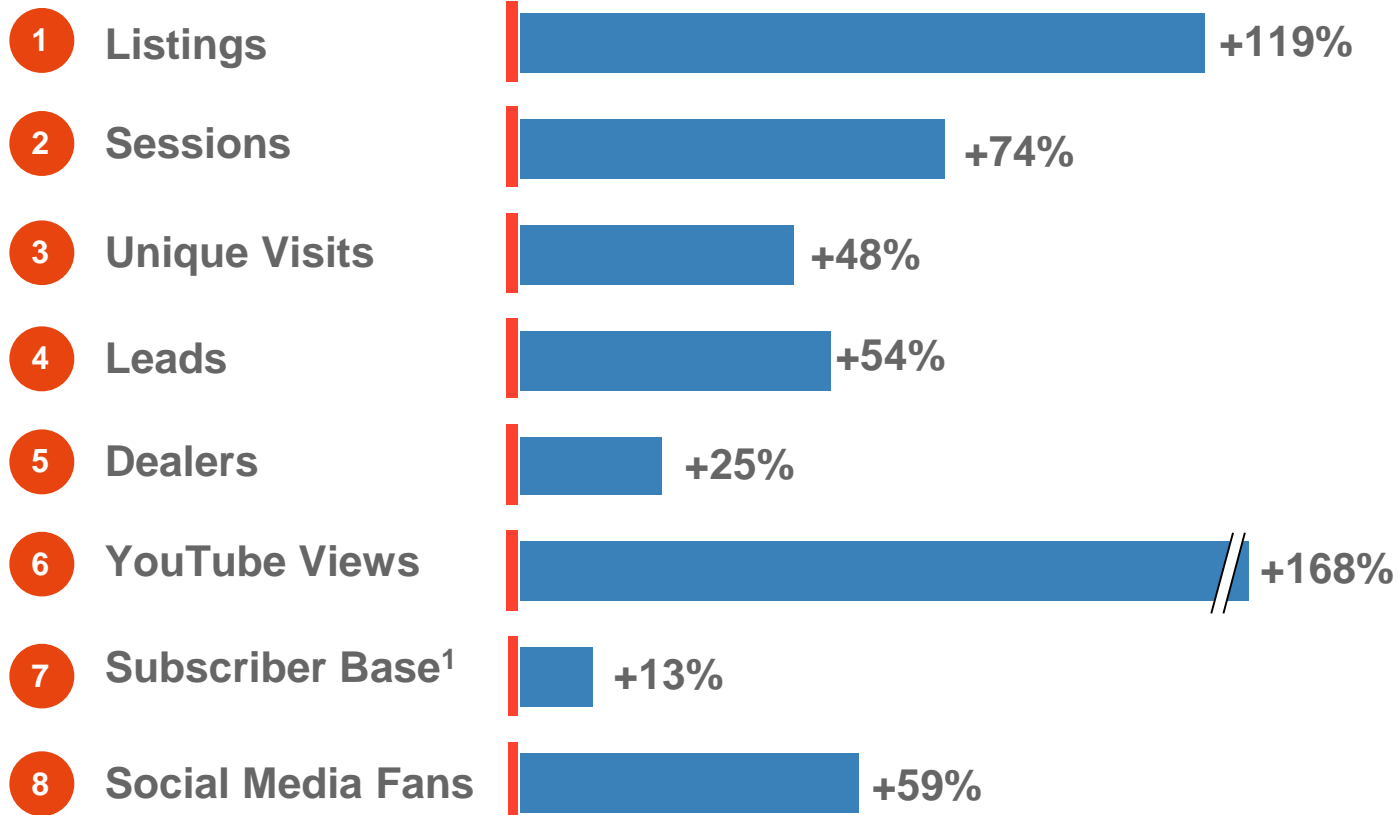
- LatAm Autos continues to expand vehicle listings, growing **119%** YTD
- By having the most listings of dedicated autos websites, LatAm Autos is focused on becoming the dominant leading marketplace for autos in the region

- LatAm Autos experienced a substantial **48%** YTD growth in unique visits
- Organic and non-organic traffic growth in all key markets

1. Ecuador includes traffic from Patioutuerca in Bolivia and Panama also



YTD Growth (%)



LatAm Autos continues to demonstrate strong growth in all key operational metrics consolidating as regional market leader

Implementation of in house content strategy plus ongoing online and offline marketing campaigns has boosted market share in all markets

Consolidated assets, leveraged by the PTX platform, is delivering a regional dedicated auto classifieds marketplace

1. Subscriber base growth corresponds to Q3 vs. Q2 period



Peer Operating Stats Comparison



LatAm Autos trades at a **82%** discount to WebMotors average broker valuation and at a **60%** discount to Icar Asia's market capitalisation



Countries	Mexico, Argentina, Ecuador, Peru, Panama, Bolivia	Brazil	Malaysia, Thailand, Indonesia	Australia ³
Number of Languages	1	1	3	1 ³
Combined Population (m)	228	202	351	23 ³
Financial Year 2014 Revenue (A\$m)	6.1 ⁵	45.4 ⁶	4.3 ²	235.4 ⁴
Current Listings ('000) ¹	168 (+119% YTD)	260	400	217
Unique Monthly Visits (m) ⁸	5.9 (+48% YTD)	9.9 ⁹	5.3	3.2 ⁹
Auto Advertising Market Size (US\$m) ⁷	1,200+	2,300	1,241	1,000 ³
Annual growth rate of passenger cars in use (CAGR)	6.0% - 9.8%	6.9%	7.6%	2.4% ³
Weighted Average Internet Penetration	45%	52%	32%	83%
Weighted Average GDP per Capita 2014 (A\$) ¹²	13,882	16,196	6,456	88,040
Market Cap/Equity value (A\$m)¹⁰	\$76.6m	\$423m¹¹	\$193m	\$2,386m
Enterprise Value (A\$m)¹⁰	\$70.6m	\$341m¹¹	\$187m	\$2,576m

Sources: Frost & Sullivan Independent Market Report, World Bank, Broker research, iCar Asia Annual Report 2014, iCar Asia First Half results 2014 and 2015, Carsales FY15 Half Year results presentation, OICA, Diario Oficial
 Note: 1. As at 30-Sep-15 for LAA, 30-Jun-15 for ICQ and 6-Aug-15 for Webmotors and Carsales. 2. 2H 2015 LTM revenue 3. For primary Australian market only. Excludes international investments in Asia & Brazil. 4. Financial Year 2015 revenue, note that Carsales has a 30-June year end whereas LAA and ICQ have a calendar year end 5. Unaudited proforma financials for comparison purposes only and were calculated assuming all businesses owned 100% for the entire 2014 calendar year. 6. Represents reported gross revenue (Diario Oficial). 7. Based on global average of 10% of total media spend. 8. As of June 2015 for ICQ, 30-Sep-15 for LAA. 9. CarSales: Estimated number of internet users (Source: Similarweb), for WebMotors: Carsales' 30-June-15 full year results. 10. As at 02-Oct-15 except for Webmotors, Carsales valuation includes its international businesses 11. Based on an average of broker valuations grossed up to 100% value (Ord Minnett, Deutsche Bank, Morgan Stanley, Commsec). 12. Source: World Bank (USD:AUD 1.4226)






BUSINESS OVERVIEW

Photo: Mexico City





LatAm Auto's 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"> • Experienced Latin America digital media executive with 15 years' experience • Founder of multitrabajos.com, Ecuador's foremost jobs search engine, acquired by Navent (Tiger Global) • Led the successful acquisition of five different Latin American based online classified sites as Regional Vice President of Navent • As Founder & 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
 <p>Gareth Bannan <i>Co-Founder and CFO</i></p>	<ul style="list-style-type: none"> • Eleven years M&A, capital markets and financial management experience (including four years in LatAm) • Prior to LatAm Autos, Director of Chestnut Partners, a South American corporate finance firm based in Sao Paulo, Brazil • Former head of corporate finance for the investment company that owns one of Brazil's largest online property classifieds • Previously at KPMG Corporate Finance and Rabobank in Australia • Substantial operational and advisory experience with online classified companies in numerous LatAm markets
 <p>Ariel Cilento <i>Chief Operations Officer</i></p>	<ul style="list-style-type: none"> • 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. • 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. • Prior to Dridco Ariel was the Vice President and Country Manager for Bumeran.com, a leading online employment classifieds business in Latin America.
 <p>Jacobo Moreno <i>Chief Technology Officer</i></p>	<ul style="list-style-type: none"> • Responsible for LatAm Autos' technology platform across all geographies • 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&D, user experience, and new product development • Founder of PatioTuerca.com, the largest car classified portal in Ecuador, Bolivia and Panama • Also founded and managed Vive1.com, one of Ecuador's leading real-estate portals
 <p>Jose Luis Checa <i>Chief Business Officer</i></p>	<ul style="list-style-type: none"> • Responsible for the development and control of the operations of LatAm Autos • Economist and lawyer with 15 years of experience in the banking industry • Managed finance and administrative departments for Ecuador's largest bank, Banco Pichincha • Led important mergers and acquisitions in Ecuador and Latin America



LatAm Autos provides an online, searchable auto classifieds platform that will primarily generate revenues from the following sources:

Revenue Sources

Services

Fees and Charges

1

Automotive Dealers

<ul style="list-style-type: none"> • Subscription service 	Dealer purchases listing spaces to upload car inventories
<ul style="list-style-type: none"> • Advertising 	Fees for the promotion of dealers' brands on LatAm Autos' websites
<ul style="list-style-type: none"> • Lead generation 	Fees for each particular lead or message the dealer receives for a new car, expected to be strategic future revenue source
<ul style="list-style-type: none"> • Depth products 	Opportunity for dealers to pay more to enhance and highlight a listing
<ul style="list-style-type: none"> • Listing fees 	Private sellers are charged listing fees under different plans and structures
<ul style="list-style-type: none"> • Depth products 	Opportunity for private sellers to pay more to enhance and highlight a listing
<ul style="list-style-type: none"> • Display banners 	Fees charged for display advertising for automotive brands, automotive related companies and other non-automotive related companies
<ul style="list-style-type: none"> • Content and premium content generation 	Fees charged to companies seeking to promote their goods or services
<ul style="list-style-type: none"> • Communication tools 	Fees charged for the use of online communication tools (e.g. email or newsletter service) to promote brands, products or services
<ul style="list-style-type: none"> • Circulations 	The amount of total revenue earned from selling printed magazine in Argentina, migration to online is on progress
<ul style="list-style-type: none"> • Advertising 	Fees charged for display advertising for automotive brands, automotive related companies and other non-automotive related companies
<ul style="list-style-type: none"> • Listing Fees 	Fees charged under different plans and structures to private sellers and dealers

2

Private Listings

3

General Advertising

4

Offline Classifieds + Content



Regionally oriented, with each business tailored to local markets in order to be culturally relevant and resonate with users, while taking advantage of back-end synergies

Regional Business Model



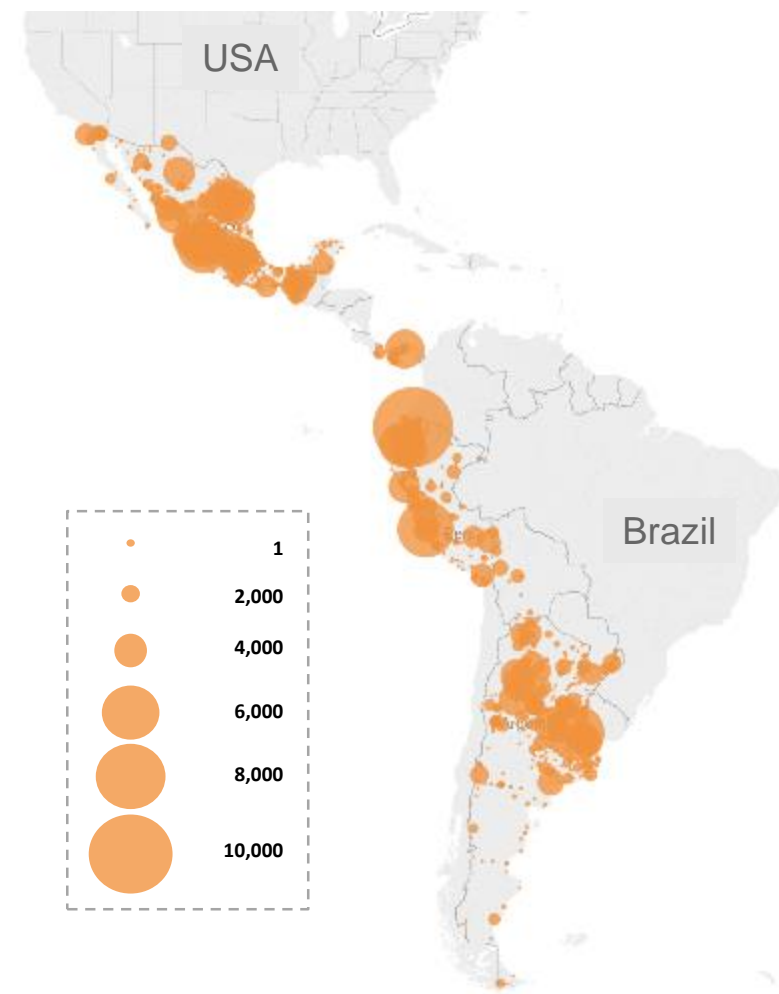


LatAm Autos has leading market share of listings and website traffic in all its markets

Website traffic (unique monthly visits)



Inventory (car listings)

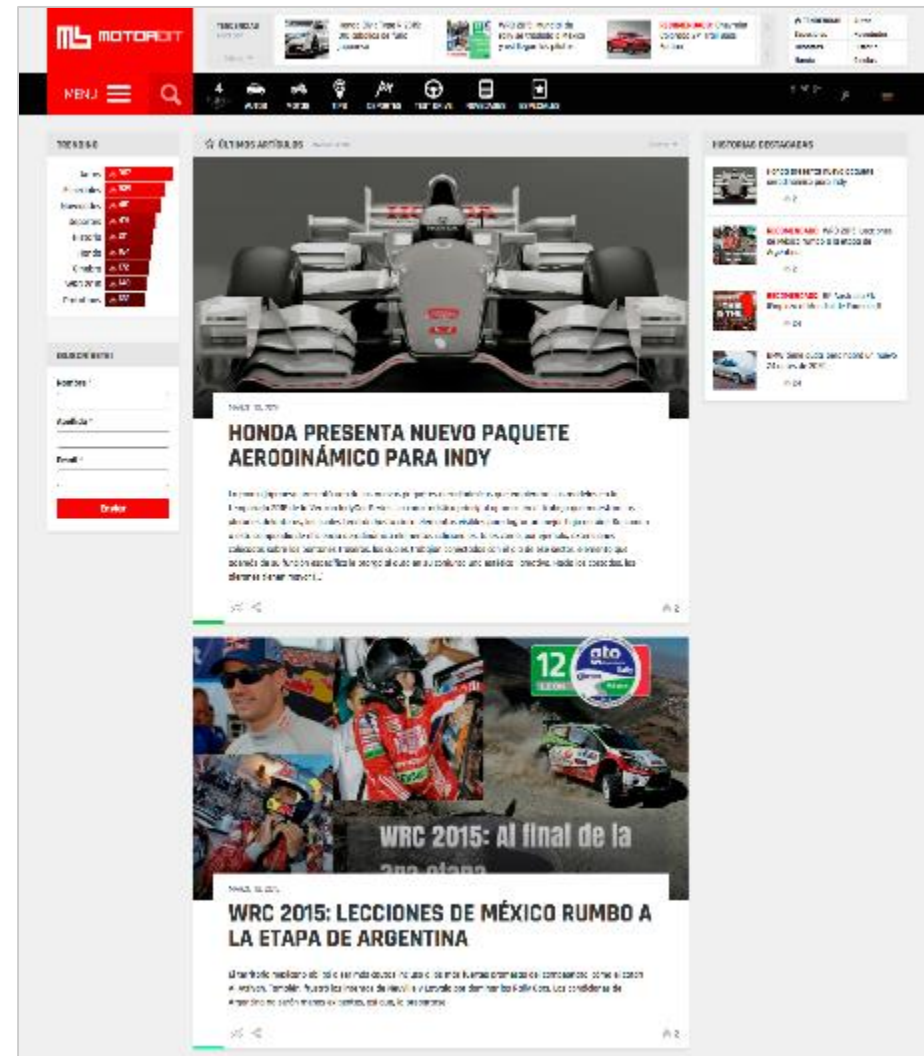




- ▶ LatAm Autos has launched the first regional automotive content platform in Latin America, motorbit.com
- ▶ Based on success of LatAm Autos' Peru site todoautos.pe
 - Spanish, with Latin perspective
 - New cars
 - Automotive technologies

BENEFITS

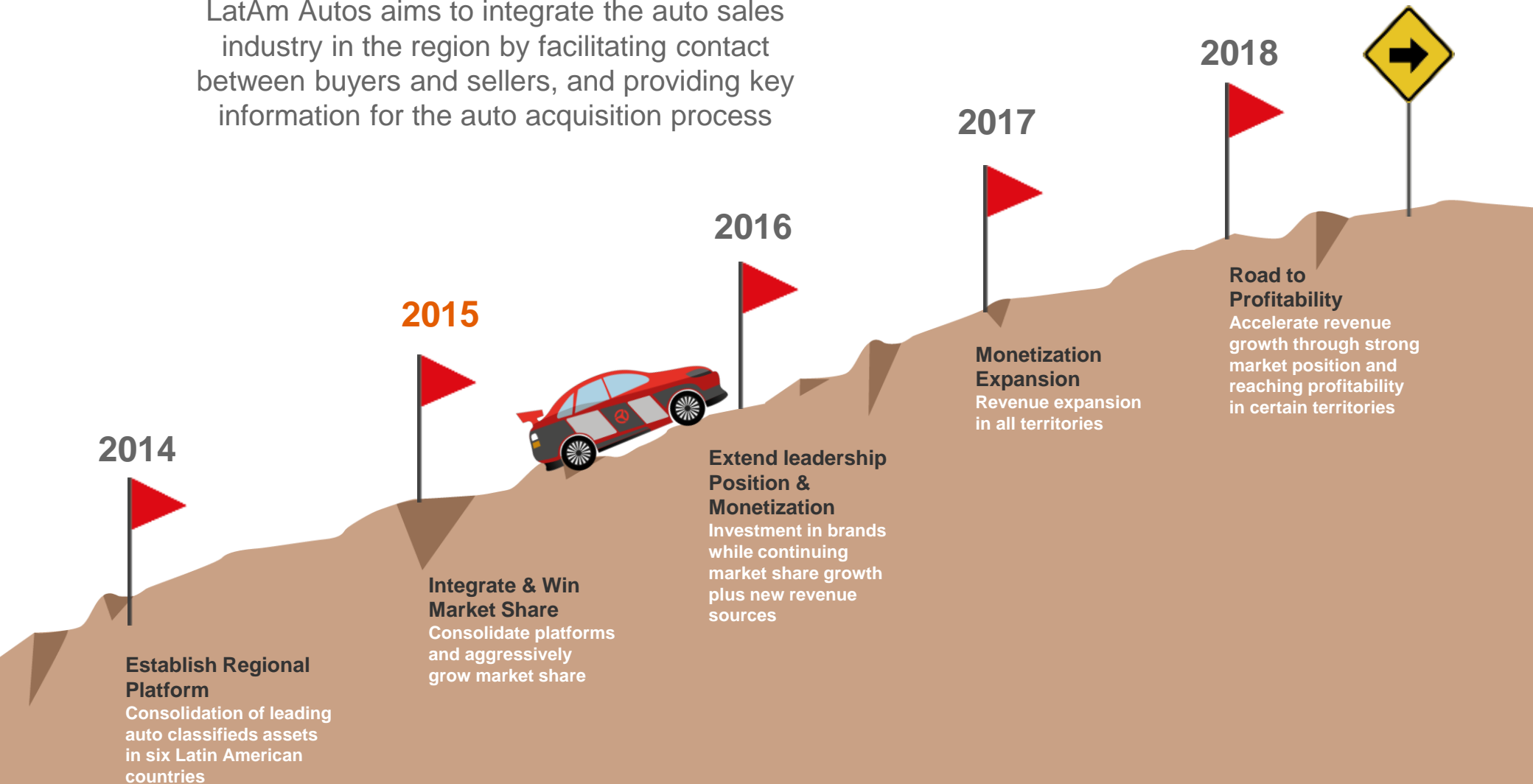
- 1 Brand leadership as LatAm Autos strengthens its position as the expert in Latin American car content
- 2 Strong traffic generator & long tail SEO traffic to feed through to classifieds sites
- 3 Additional revenue stream for the entire region
- 4 Become the “go to” authority for recognition in the auto sector
- 5 Facilitate programmatic advertising through the monitoring of user behaviour and trends

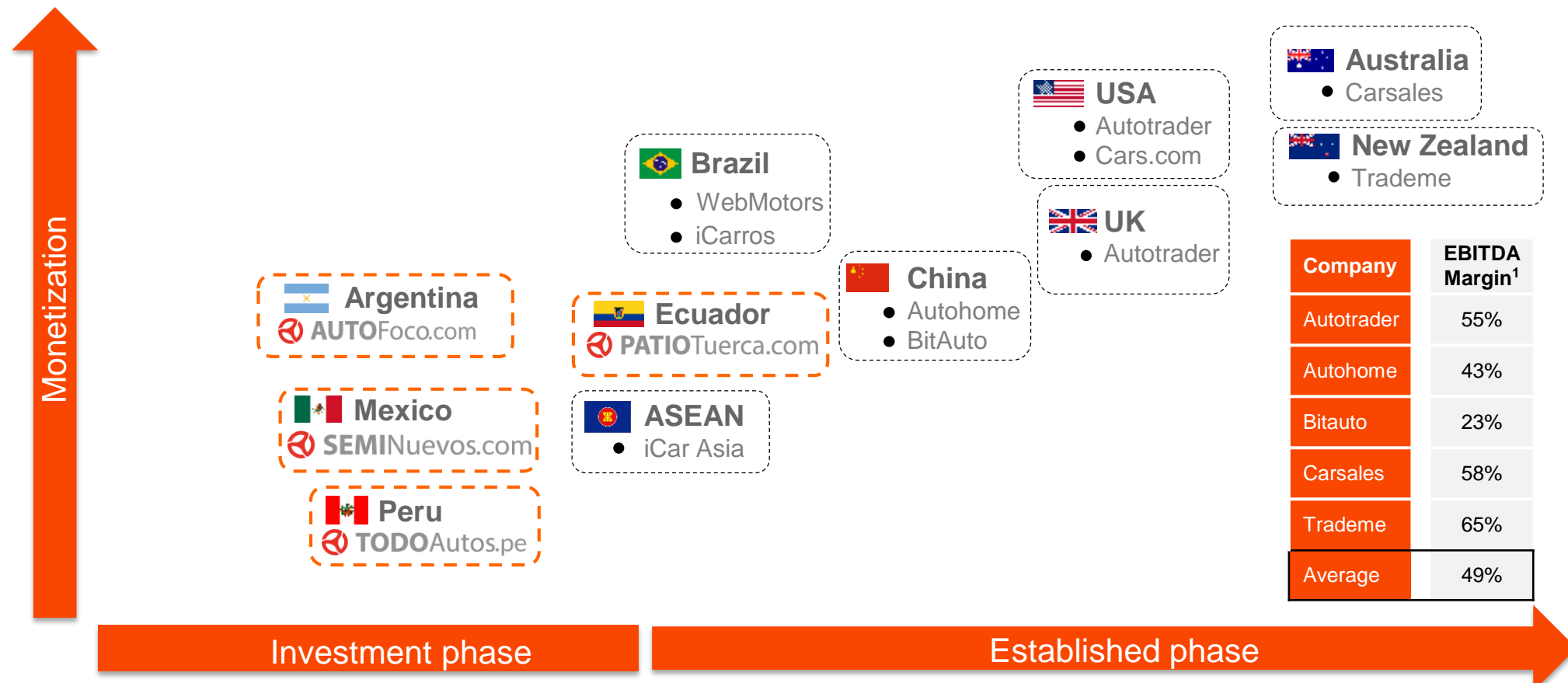




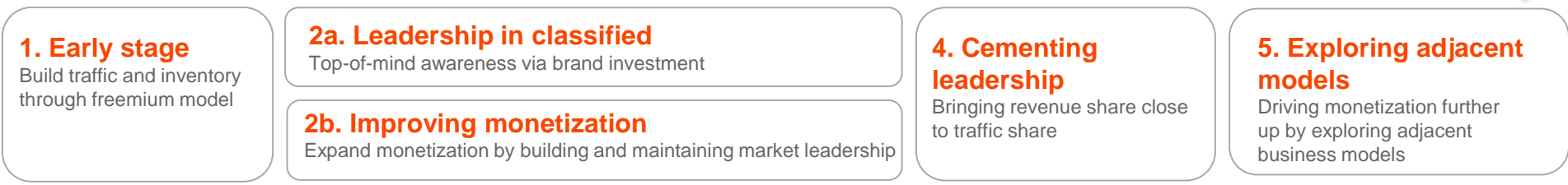
Clear Path to Profitability

LatAm Autos aims to integrate the auto sales industry in the region by facilitating contact between buyers and sellers, and providing key information for the auto acquisition process





Company	EBITDA Margin ¹
Autotrader	55%
Autohome	43%
Bitauto	23%
Carsales	58%
Trademe	65%
Average	49%



Source: Capital IQ
1. As at 31-Dec-14

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



LatAm Autos has leading assets in each of the regions it operates in

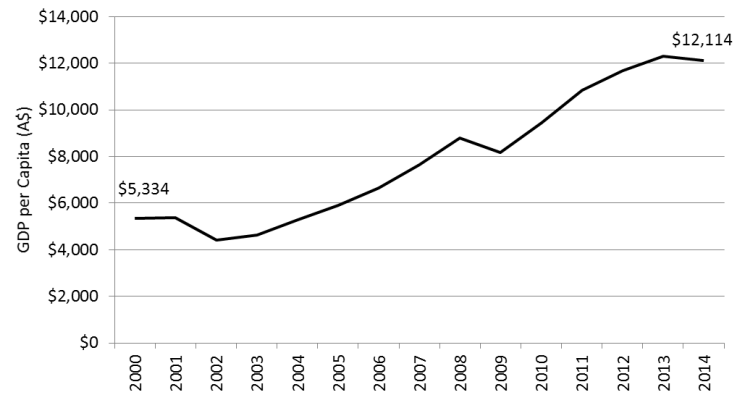
	Ecuador, Panama, Bolivia	Mexico	Argentina	Peru	Total
Business(es) ¹	PATIO Tuerca.com	SEMINuevos.com	AUTOFoco.com	TODOAutos.pe	
FY14 Proforma/Revenue	A\$1.7m	A\$1.6m	A\$2.4m	A\$0.4m	A\$6.1m
Website(s)	patiotuerca.com	seminuevos.com	autofoco.com	todoautos.pe	Various
Unique monthly visits ²	0.8m	1.3m	0.9m	1.6m	5.9m ⁹
Total monthly sessions ²	1.7m	2.1m	1.5m	2.3m	9.6m ⁹
Listings ³	27k	61k	62k	18k	168k
Passenger cars 2013 ⁴	1.7m	24.8m	9.5m	1.3m	37.3m
Car ownership % ⁵	8%	28%	19%	5%	16%
New car sales 2014 ⁶	0.2m	1.2m	0.6m	0.2m	2.2m
Automotive advertising market (US\$m) ⁷	50m	550m	490m	50m	1,200m+
Online share of Ad spend ⁴	1% (Ecuador)	9%	7%	4%	~8%
Population 2014 ⁴	31m	124m	42m	31m	228m
Internet penetration ⁸	40%-43%	45.3%	64.7%	42%	46%
GDP per capita 2014 (A\$) ⁴	\$8,383	\$14,740	\$18,383	\$9,381	\$13,882

1. Classifieds sites only 2. For September 2015 (Source: Google analytics) 3. As at 30 September 2015 4. The World Bank. 5. Source: World bank and EIU 6. Source: OICA. Ecuador, Panama and Bolivia combined. 7. LAA estimate, calculated as 10% of total advertising markets. 8. eMarketer, 2014 (except Ecuador, Panama and Bolivia). 9. Total includes content pages, mobile traffic and todoautos forum.

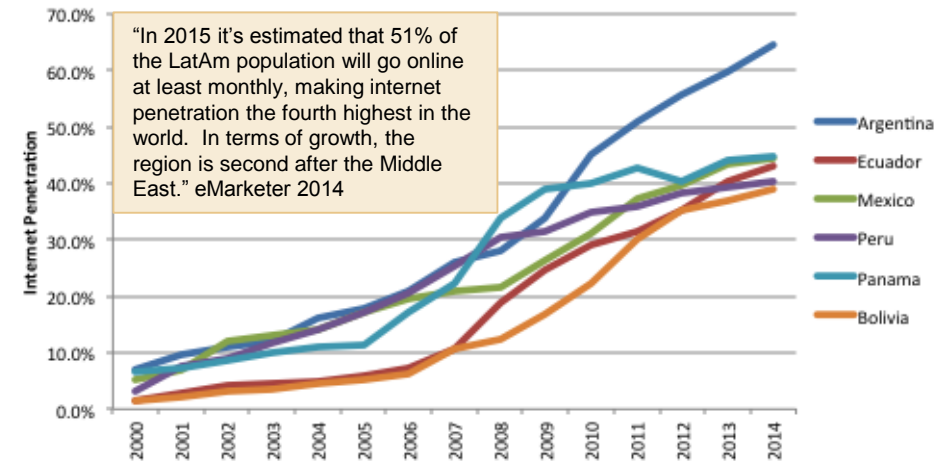


Rapidly growing purchasing power, internet penetration, and auto advertising market across Latin American countries

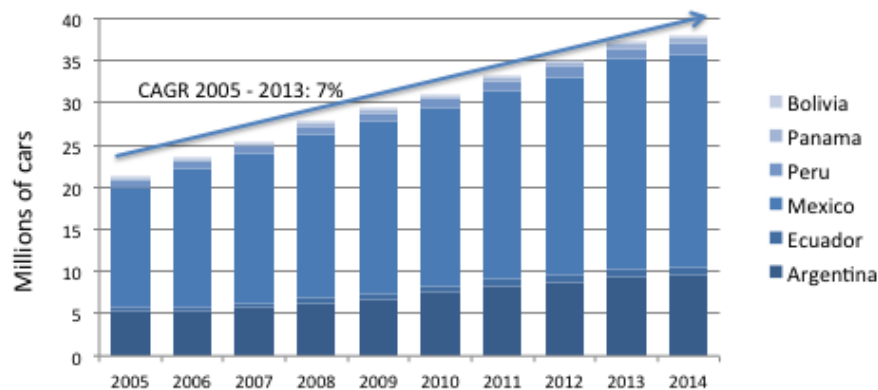
Latin America GDP per Capita has More Than Doubled Since 2000²



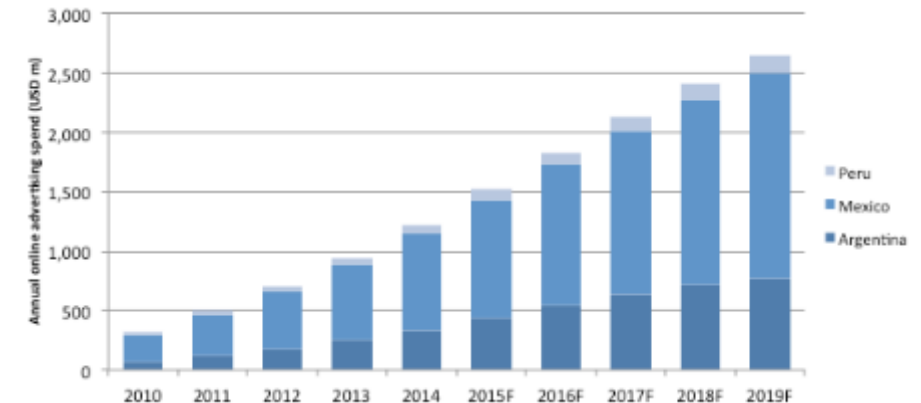
Internet Penetration Growing Strongly



Growing Numbers of Passenger Cars in Use³



Strong Annual Growth in Online Advertising⁴



Source: Frost & Sullivan Notes: 1. eMarketer, Latin American Internet Audience nears 310m, Dec 2014. 2. Latin America includes Argentina, Mexico, Ecuador, Peru, Panama and Bolivia 3. 2014 estimate only, based on extrapolating 2013 actuals by GDP growth rate. 4. Source PWC Entertainment & Media Outlook. Data for Ecuador, Panama and Bolivia not available.

Mexico



"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] ... it has Latin America's largest and most sophisticated industrial base, exporting more cars than any country except Germany, Japan and South Korea."

"A vibrant Mexican middle class prospers along an industrial corridor running from the American border down to Mexico City"

Latin America

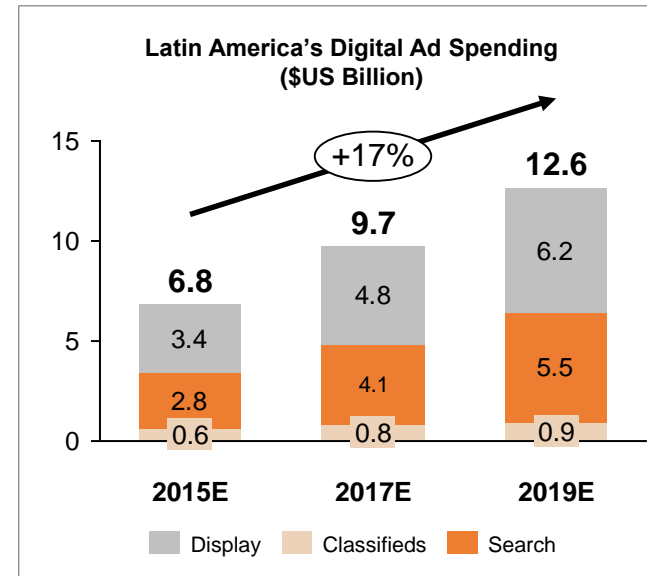
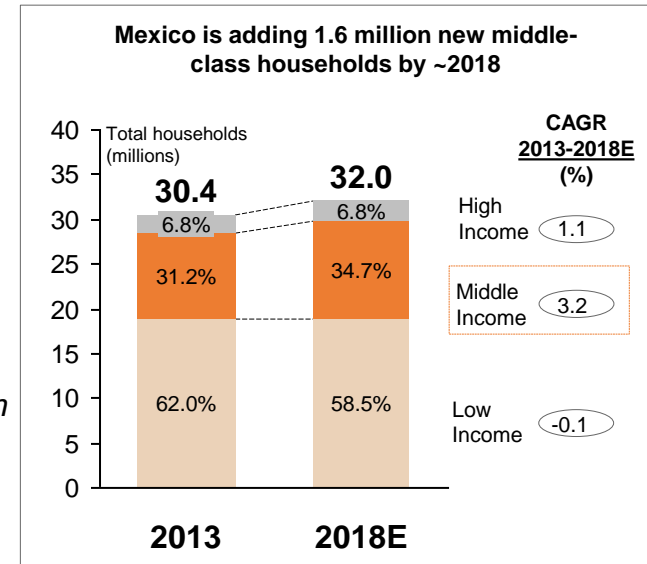


"Total media ad investments will rise faster in Latin America than in any other region worldwide through 2019, according to the latest eMarketer forecast of ad spending around the world"

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

*"Argentina's Internet Ad Spending rose **62.5%** during 2014"*

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





BUSINESS PERFORMANCE



YTD 2015 Cash Flow and Cash Position (A\$m)

Cash Inflows from Operations	\$5.1m
Cash Outflows from Operations	-\$11.6m
Net Operating Cash Flows	-6.6m
Less Non-Recurring Operating Cash Flows	
- Cash Outflows Related to IPO	\$0.9m
- Cash Outflows Related to Severances	\$0.7m
Total Non-Recurring Operating Cash Flows	\$1.6m
Underlying Operating Cash Flows	-\$5,0m
Cash Position as at 30-Sep-2015	\$6,2m

- Underlying operating cash flows of -\$5.2m for the first nine months of the year
- As previously indicated, marketing related cash outflows have been more aggressive in 3Q
- In addition to operating cash flows, LatAm Autos incurred investing related cash outflows in the first nine months of the year

APPENDIX



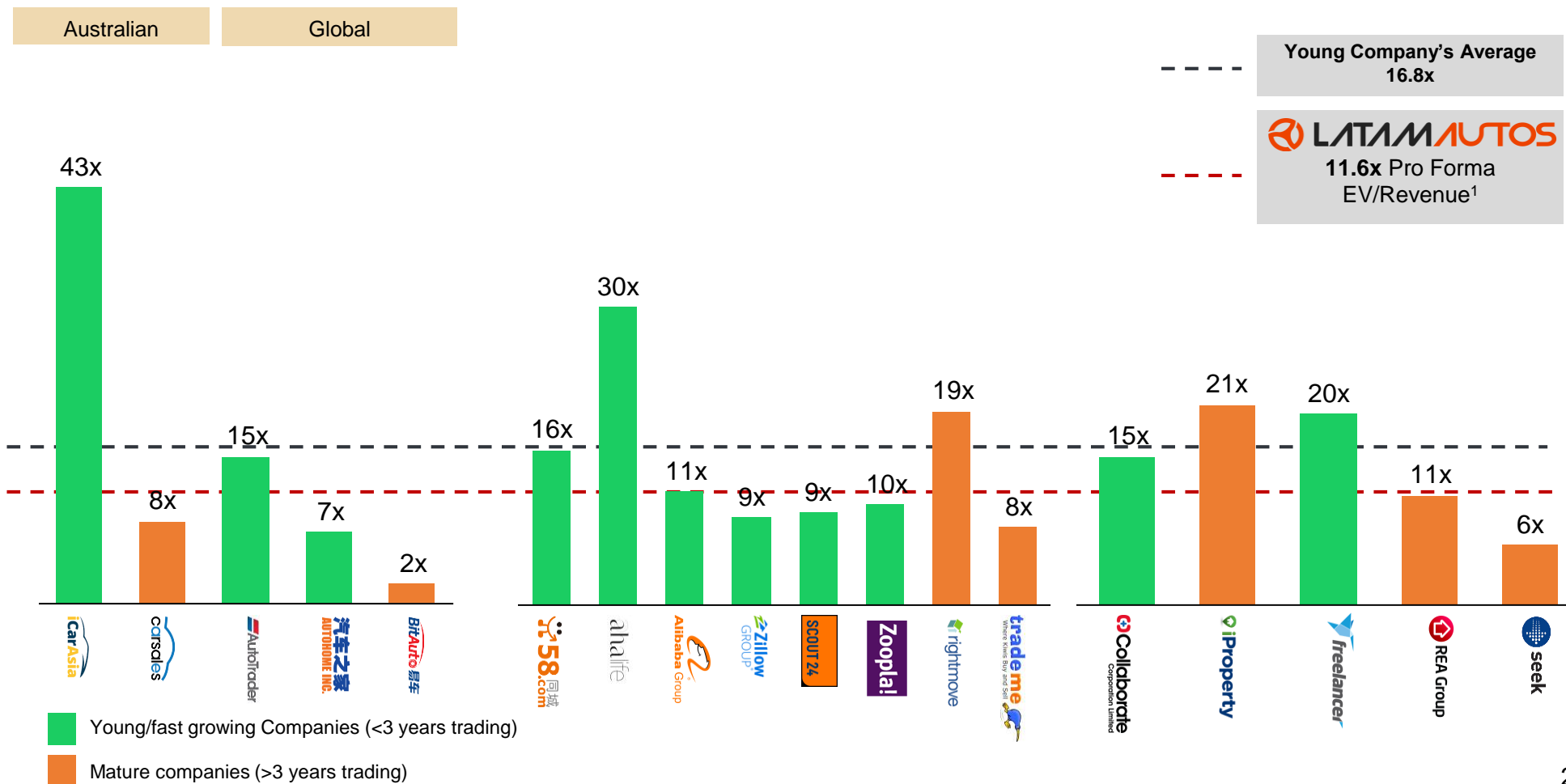
LatAm Autos trades at a **64% discount** to its closest peer iCarAsia and at a **31% discount** to Comparable young Company's average

LTM EV / Revenue Multiples

Online Auto Classifieds

Other Online Marketplace

Australian Online/Internet Businesses





“...they (Mexicans) have plenty of room to deploy technology to improve efficiencies in their country’s lumbering “old economy”....and drag Mexico’s \$5 billion-\$7 billion a year advertising business into the digital age. Mexico is way behind its northern neighbour in switching from traditional marketing methods to online and smartphone ads. Many advertisers, for example, still use “yellow pages” paper directories or stick billboards on the sides of lorries. Yet Mexico has one of the world’s highest participation rates on social networks.” Source: The Economist 4-Apr-15 ”

FINANCIAL TIMES

“...the wave of investment in the (car) sector under the current presidency, both from car makers and parts producers, adds up to almost \$20bn, and will create 50,000 jobs. Mexico has risen to become the world’s 7th biggest producer and fourth biggest exporter of cars.”



Latin America: “Retail ecommerce in Latin America is growing at a rapid pace and will approach \$50 billion in 2015. eMarketer estimates that the number of internet users in the region who make at least one purchase via any digital channel will rise by 12.9% this year to reach US\$110m. By 2019, that number is forecast to be US\$151.1m ”

Mexico: “...mobile’s share of digital advertising in Mexico is outpacing the Latin America region at large...By the end of our forecast period, mobile will grab 67.7% share of digital ad spending in the country—a **proportion equivalent to Western Europe as a whole**—while mobile advertising across Latin America will account for 63.9% of total digital ad spending.”

Argentina: “...eMarketer estimates that total media ad spending in Argentina will rise 25.5% this year, reaching \$4.89 billion. At the same time, we expect digital ad spend to surge 32.0% to hit \$430 million.”

Peru: “ (Peru) will boast the fifth-fastest internet user growth worldwide this year... Peru will continue to see the highest internet user gains in Latin America through 2017.... Peru is also home to the fifth-biggest internet user market in Latin America, with 16.0 million consumers of all ages expected to use the internet in 2015—a 10.4% year-over-year increase”

Smartphone Users and Penetration in Latin America, by Country, 2014-2019

millions and % of mobile phone users

	2014	2015	2016	2017	2018	2019
Smartphone users (millions)						
Brazil	39.7	49.1	57.8	65.8	72.5	77.6
Mexico	31.3	38.5	45.2	51.7	57.9	62.4
Colombia	14.4	16.7	19.0	20.9	22.6	24.3
Argentina	11.0	13.3	15.5	16.9	18.3	19.8
Chile	6.3	7.1	7.9	8.7	9.3	9.8
Peru	5.1	6.2	7.3	8.3	9.3	10.1
Other	19.8	25.0	29.7	34.0	38.1	41.5
Latin America	127.6	155.9	182.4	206.3	228.0	245.6
Smartphone user penetration (% of mobile phone users)						
Chile	49.7%	55.5%	60.9%	65.7%	69.7%	72.8%
Colombia	45.3%	51.4%	57.4%	62.1%	66.0%	69.7%
Mexico	40.1%	47.4%	54.1%	60.4%	66.2%	70.0%
Argentina	36.7%	43.5%	49.3%	53.0%	56.7%	60.2%
Brazil	31.3%	37.6%	43.3%	48.2%	52.0%	54.8%
Peru	28.7%	33.5%	38.2%	42.5%	46.5%	49.7%
Other	22.4%	27.6%	32.0%	35.9%	39.5%	42.3%
Latin America	33.1%	39.3%	44.9%	49.7%	53.9%	57.0%

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month

Source: eMarketer, July 2015

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www.eMarketer.com

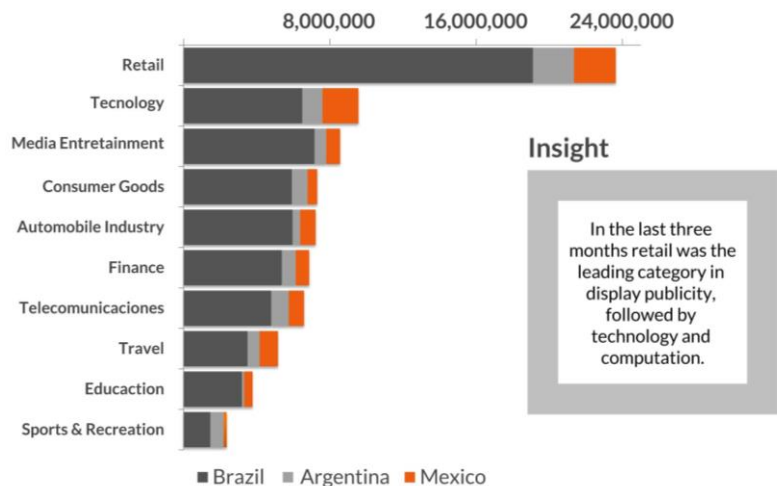


PTX is now in place in all of LatAm Autos’ markets. Click [here](#) to see the PTX video presentation

PTX Feature	Description
1 Mobile Friendly	<ul style="list-style-type: none">• Responsive layout to accommodate all mobile devices (iOS, android and other operating systems)
2 Faster	<ul style="list-style-type: none">• Faster navigation, increased functionality and user friendly search functions within the platform
3 Search Engine Responsive	<ul style="list-style-type: none">• Search engine friendly platform to maximise SEO and SEM performance
4 LatAm Autos Branding	<ul style="list-style-type: none">• Distinctively branded sites to retain original domains and brand value, whilst simultaneously associating the brands as a part of LatAm Autos
5 Valuation Tool	<ul style="list-style-type: none">• A free car valuation tool for users based on current and previous listings of same model cars
6 Automotive Content	<ul style="list-style-type: none">• Access to local and international automotive content, generated from our proprietary content team
7 Flexibility	<ul style="list-style-type: none">• New code architecture enabling seamless and faster deployments of new features across the whole platform
8 API Functionality	<ul style="list-style-type: none">• API functionality that enables PTX to interact with third party applications and services
9 New Car Catalogue	<ul style="list-style-type: none">• Adds value over traditional used vehicle platform



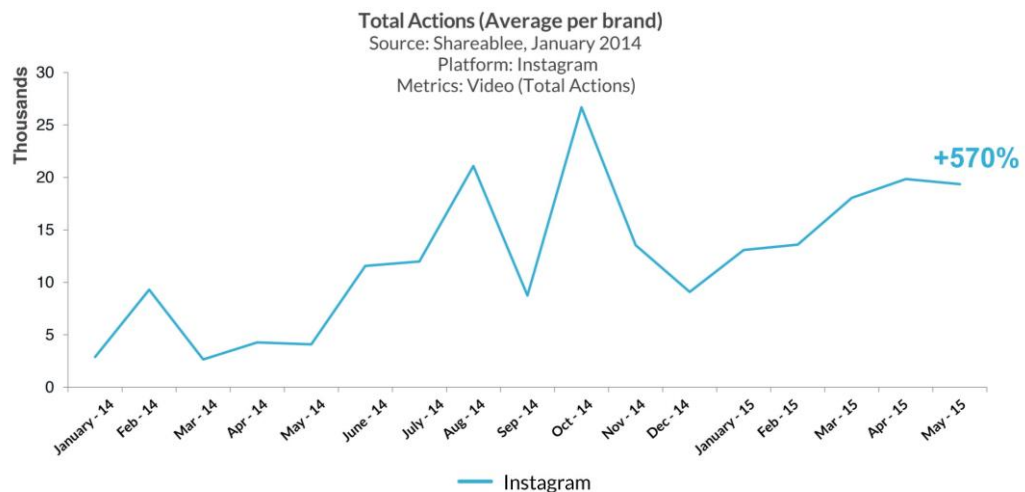
Top Categories in the last three months: Display Ads Impressions Total (000)



Insight

In the last three months retail was the leading category in display publicity, followed by technology and computation.

Latin America: Video growth in Video on Instagram

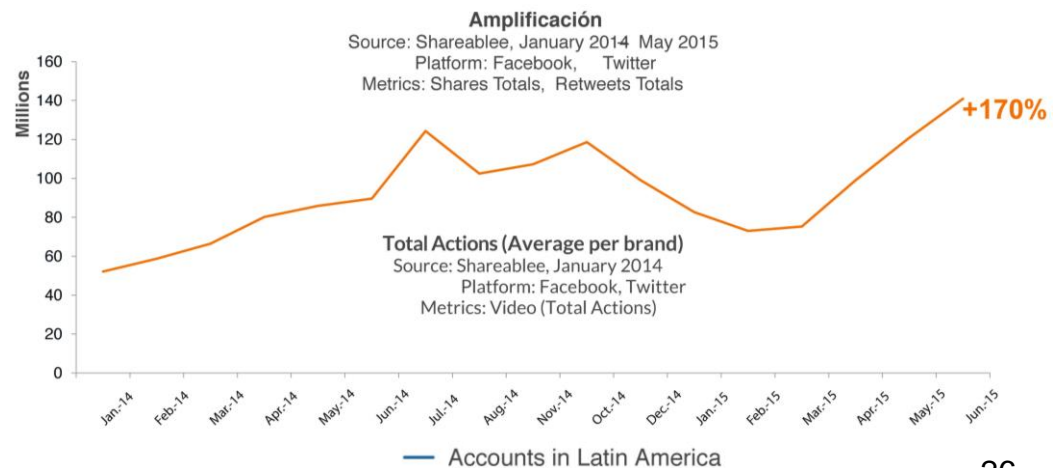


Latin America: Video growth in Video on Facebook



Source: Comscore

Latin America: Amplification of Content grew 170%



26



LATAM AUTOS