

10 November 2017

## October Update – LAA achieves key milestones in both upsell products and continued organic traffic growth

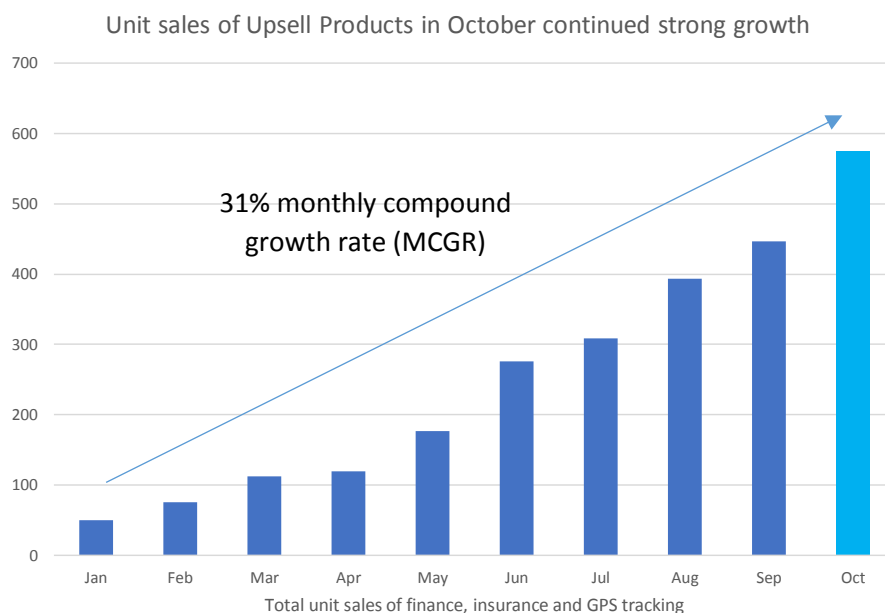
**Mexico City, Quito and Melbourne – 10 November 2017:** LatAm Autos Limited (ASX: LAA) (“LatAm Autos” or the “Company”) wishes to advise the market of two key milestones reached during the month of October 2017.

### Highlights:

- **October 2017 was a record month in terms of the total upsell products (i.e. auto finance, insurance and GPS tracking) sold, breaking 500 units for the first time**
- **Organic website traffic continued to grow significantly in October, especially in Mexico**
- **The Company reiterates that it remains on a path to operating cash flow positive in the second half of calendar year 2018**

### Continued strong growth in upsell products

Upsell product volume growth accelerated during October 2017, breaking 500 monthly sales for the first time.

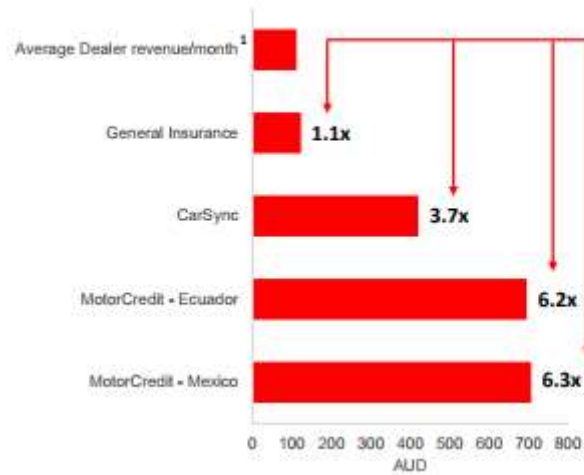


LAA remains focused on driving upsell product volume growth in its core markets of Mexico and Ecuador. Upsell products are expected to make a substantial contribution to 2H17 revenue growth and EBITDA improvement.

Upsell products are high margin, generating up to 6.3x (depending on the product) of the revenue generated from ordinary listing revenue.



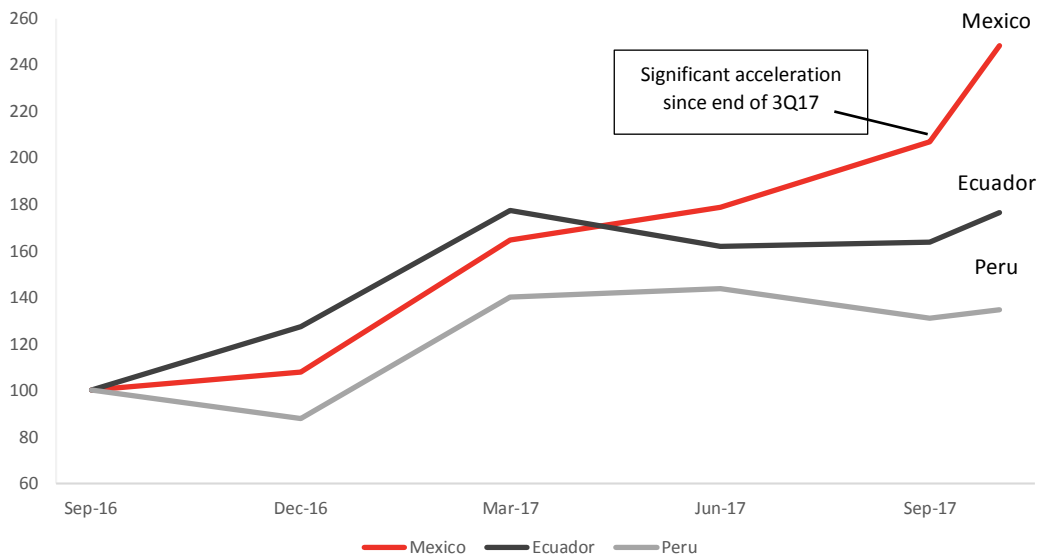
### LAA focusing its efforts on most profitable products



### Strong organic website traffic growth

LAA continues to lead its core market of Mexico, with strong organic website traffic growth continuing in October 2017. This strong organic website traffic growth is indicative of LAA's leading market position and network effects within its online car trading marketplace.

### Organic traffic growth (Rebased to 100 in 3Q16)<sup>1</sup>



<sup>1</sup> Organic traffic refers to SEO and Direct traffic



## Focus on organic, profitable growth in core markets

As highlighted previously the company has stated its intention to pursue growth in its core markets through the monetisation of its market position in Mexico, Ecuador and Peru.

CEO Jorge Mejia said, *“We are executing the business plan which has been proven to work in online classifieds markets – firstly, capture the network effect; secondly – drive upsell product sales growth. We are very pleased with the progress of our upsell product sales, particular from MotorCredit in Mexico which represents a huge opportunity. The outlook remains strong for continued growth in upsell products”.*

-Ends-

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### About LatAm Autos (ASX: LAA)

LatAm Autos is a leading dedicated online auto classifieds and content platform with operations in four countries in Latin America – Mexico, Ecuador, Peru and Panama. As early movers in the region’s online auto classifieds industry, LatAm Autos is capitalising on the shift of auto classifieds advertising from traditional media sources to online channels. LatAm Autos is a leader and first mover in its strategy to also assist car buyers through the car purchasing transaction, as well as providing a marketplace for car buyers and sellers. Apart from its core marketplace offering, the Company provides finance, insurance and car tracking technology to customers providing a complete suite of products for car buyers across the region. For more information on LatAm Autos, please visit its website: [www.latamautos.com](http://www.latamautos.com).

### Caution Regarding Forward-Looking Information

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