

August 6, 2015

Dear Shareholders:

It is a pleasure to communicate with you today to share that after three years of intense work following the association of LAN Airlines and TAM Airlines, during which we made great strides in achieving synergies for our internal processes, network optimization, and fleet restructuring and modernization, LATAM Airlines Group has decided to take another step forward to unify our brands under one name: **"LATAM"**.

With the new brand, we will continue the legacy of leadership that started decades ago with LAN, TAM and their respective affiliate carriers. Both brands contributed for many years to the growth and development of the region, and today more than ever, we are committed to the future of Latin America and connecting it to the world. The new brand allows us to offer a better, consistent service throughout our network, which in turn strengthens our position in the region.

"LATAM" will bring together all the passenger and cargo airline operations of the LATAM Airlines Group carriers: LAN Airlines and its affiliates in Peru, Argentina, Colombia and Ecuador; in addition to TAM Linhas Aéreas S.A., and its subsidiary TAM Air Transport Mercosur S.A. (TAM Airlines (Paraguay)), and the cargo carriers comprised of LAN CARGO, LAN CARGO Colombia, ABSA (TAM Cargo) and Mas Air. The new brand will not impact the registered names of any of the above mentioned companies.

We are currently working on the definition of our new corporate brand image. The changes will occur over the next three years, gradually becoming visible starting in 2016 with branding at airports, aircraft, uniforms, commercial offices, loyalty programs, web pages, among others. Specific dates will be communicated in a timely manner.

We invite you to learn more about the new **"LATAM"** brand here: www.latam.com/building-latam

Sincerely,



Enrique Cueto Plaza
CEO LATAM Airlines Group