

LATAM CARGO: LATAM AIRLINES GROUP'S NEW CARGO BRAND

- The new brand brings together affiliates LAN CARGO, TAM Cargo, LAN CARGO Colombia and Mas Air.
- The merger represents a new identity and culture, which will provide more strength and consistency to service and will position customers at the center of all developments, actions and decisions.
- The announcement is part of the evolution and consolidation process of the new corporate brand image of LATAM Airlines Group.

Santiago, April 5, 2016 – LATAM Airlines Group has announced the creation of a new, single brand for its cargo affiliates. The LATAM Cargo brand will unite LAN CARGO, TAM Cargo, LAN CARGO Colombia and Mas Air, becoming the largest cargo airline group in Latin America. The move is part of LATAM Airlines Group's identity consolidation process.

With 140 destinations in 29 countries, the LATAM Cargo group of airlines brings together the best of the former brands and unites their identities, while providing a more solid and higher quality service to customers and connecting Latin America and the world through the transport of the region's most emblematic products.

"Apart from representing each affiliate's best and offering consistent and impeccable service, this change also involves an evolution internally in relation to how we do things, how we deal with issues and how we come up with solutions. LATAM Cargo will foster a culture of dedication to customers, with a strong focus on the development of projects that add value and significant improvements to the service experience", said Cristián Ureta, Cargo Executive Vice-President LATAM Airlines Group.

LATAM Cargo will offer its customers unified service throughout the network and integrated products and communications channels, becoming the best air transport option to and from the region.

Changes to the company's image will start to become visible during the first semester of 2016 and will continue to be rolled-out during the next three years. These changes will not impact the operation or the service delivered to customers.

LATAM Cargo: Strengthening air cargo leadership to, from and within Latin America

During the more than three years of association between LAN and TAM, LATAM Group's cargo airlines have achieved significant synergies in different work areas. This transition to a single corporate brand will continue to strengthen the association by delivering greater advantages and benefits to customers, staff and shareholders.

With a fundamentally Latin American identity, LATAM Cargo is the largest cargo airline group in South America. Additionally, it has positioned itself as the regional perishables leader by transporting the region's main produce — including salmon, flowers, berries and asparagus — to the rest of the world.

The company's business model is based on the optimal use of cargo capacity on passenger aircraft, supported by a fleet of dedicated cargo aircraft. This has allowed the company to make

INVESTOR RELATIONS CONTACT INFORMATION

LATAM Airlines Group S.A.

investor.relations@lan.com

Tel: (56-2) 2565-8785

www.latamairlinesgroup.net

routes more profitable, adjust the operation to economic cycles and adapt its service to market conditions and needs.

About LATAM Airlines Group S.A.

LATAM Airlines Group S.A. is the new name given to LAN Airlines S.A. as a result of its association with TAM S.A. LATAM Airlines Group S.A. now includes LAN Airlines and its affiliates in Peru, Argentina, Colombia and Ecuador, and LAN Cargo and its affiliates, as well as TAM S.A. and its subsidiaries TAM Linhas Aereas S.A., including its business units TAM Transportes Aereos del Mercosur S.A., (TAM Airlines (Paraguay) and Multiplus S.A. This association creates one of the largest airline groups in the world in terms of network connections, providing passenger transport services to about 135 destinations in 24 countries and cargo services to about 144 destinations in 26 countries, with a fleet of 323 aircraft. In total, LATAM Airlines Group S.A. has approximately 52,000 employees and its shares are traded in Santiago, as well as on the New York Stock Exchange, in the form of ADRs, and Sao Paulo Stock Exchange, in the form of BDRs.

LATAM Airlines Group announced that LATAM is the new brand for LAN Airlines, TAM Airlines and Affiliates. LATAM Airlines Group is currently working on the gradual roll-out of the new corporate brand image. The first changes will be visible starting in the first half of 2016.

Each airline will continue to operate under their current brands and identities. For any inquiry of LAN or TAM, please visit www.lan.com or www.tam.com.br, respectively. Further information at www.latamairlinesgroup.net

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