Our Mission

To democratize commerce and access to money
Overview

The leading e-commerce platform in Latin America

Mercado Libre hosts the largest online commerce and payments ecosystem in Latin America. Our efforts are centered on enabling e-commerce and digital and mobile payments on behalf of our customers by delivering a suite of technology solutions across the complete value chain of commerce. We are present in 19 countries including: Argentina, Brazil, Mexico, Colombia, Chile, Venezuela and Peru. Based on unique visitors and page views we are market leaders in each of the major countries where we are present.

We are the leading technology company in developing e-commerce and commercial solutions in Latin America.
Mercado Libre History


15 anos
Mobile is Now Larger than Desktop

Mobile GMV penetration grew 1200 bps YoY to 50% for all MELI versus 38% LY
### Expected continued e-commerce growth in Latin America (US$B)

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</thead>
<tbody>
<tr>
<td><strong>Rest of Latam</strong></td>
<td>7.38</td>
<td>9.36</td>
<td>12.12</td>
<td>14.6</td>
<td>18.14</td>
<td>21.54</td>
</tr>
<tr>
<td><strong>Mexico</strong></td>
<td>4.06</td>
<td>5.15</td>
<td>6.44</td>
<td>7.86</td>
<td>9.45</td>
<td>11.24</td>
</tr>
<tr>
<td><strong>Argentina</strong></td>
<td>3.33</td>
<td>5.05</td>
<td>7.35</td>
<td>10.11</td>
<td>13.01</td>
<td>15.88</td>
</tr>
<tr>
<td><strong>Brazil</strong></td>
<td>13.15</td>
<td>14.66</td>
<td>16.05</td>
<td>17.33</td>
<td>18.6</td>
<td>19.72</td>
</tr>
</tbody>
</table>

#### % of Total Retail (LATAM)

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>%</td>
<td>1.4%</td>
<td>1.6%</td>
<td>1.9%</td>
<td>2.2%</td>
<td>2.5%</td>
<td>2.9%</td>
</tr>
</tbody>
</table>

#### % of Total Retail (USA)

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>7.2%</td>
<td>8.1%</td>
<td>9.0%</td>
<td>10.1%</td>
<td>11.2%</td>
<td>12.4%</td>
</tr>
</tbody>
</table>

Source: eMarketer 2017

CAGR 19%
Marketplace and Payments Metrics

GMV (US$M)

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>4Q16</th>
<th>4Q17</th>
</tr>
</thead>
<tbody>
<tr>
<td>GMV</td>
<td>$5,704</td>
<td>$7,305</td>
<td>$7,082</td>
<td>$7,151</td>
<td>$8,048</td>
<td>$11,749</td>
<td>$2,222</td>
<td>$3,618</td>
</tr>
</tbody>
</table>

Items Sold (M)

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>4Q16</th>
<th>4Q17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Items</td>
<td>67</td>
<td>83</td>
<td>101</td>
<td>128</td>
<td>181</td>
<td>270</td>
<td>52</td>
<td>81</td>
</tr>
</tbody>
</table>

TPV (US$M)

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>4Q16</th>
<th>4Q17</th>
</tr>
</thead>
<tbody>
<tr>
<td>TPV</td>
<td>$1,787</td>
<td>$2,498</td>
<td>$3,525</td>
<td>$5,187</td>
<td>$7,754</td>
<td>$13,732</td>
<td>$2,447</td>
<td>$4,343</td>
</tr>
</tbody>
</table>

TPN (M) – Transactions

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>4Q16</th>
<th>4Q17</th>
</tr>
</thead>
<tbody>
<tr>
<td>TPN</td>
<td>23</td>
<td>32</td>
<td>46</td>
<td>80</td>
<td>139</td>
<td>231</td>
<td>43</td>
<td>73</td>
</tr>
</tbody>
</table>

Source: company information
Our Business Model

- **Marketplace**
  - Sellers pay commissions on successful transactions, equal to a percentage of value sold (or GMV)

- **Sellers pay set-up and maintenance fees on storefronts powered by us**

- **Sellers pay for shipping integrated into their product offerings**

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- **Display banners link directly to client websites, charging on a CPM basis (cost per impression). Clients bid for keywords, paying on a CPC basis (cost per click)**

- **FinTech services**
  - Sellers pay for shipping integrated into their product offerings

- **Advertisement**

- **SaaS Stores & ERP**

- **Logistics solutions**
Maximizing our user experience through integrated platform solutions

Deepest product selection in Latam
+ Payments/Financing
+ Shipping solutions
= Enhanced marketplace buyers return rate 3x higher better NPS*

*NPS: Net Promoter Score.
Mercado Libre Marketplace

The Mercado Libre Marketplace, is a fully-automated, topically-arranged and user-friendly online commerce service. This service permits both businesses and individuals to list general merchandising items and conduct their sales and purchases online in either a fixed-price or auction-based format. Any Internet user in the countries in which we operate can browse through the various products that are listed on our website and register with Mercado Libre to list, bid for and purchase such items and services.

212 Million Users
17.7 Million Buyers
3.7 Million Sellers

U$S 3.6 Billion
GMV
U$S 256.6 Million
Core Marketplace Net Revenues
59%
Total Revenues
81.2 Million
Sold items
Mercado Pago Payments Solution

MercadoPago complements the Mercado Libre Marketplace, as an integrated online payments solution.

MercadoPago is designed to facilitate transactions both on and off the Mercado Libre Marketplace by providing a mechanism that allows our users to securely, easily and promptly send, receive and finance payments online.

MercadoPago is currently available in: Argentina, Brazil, Mexico, Colombia, Venezuela, Chile, Uruguay and Peru.

22 Million Payers
U$S 4.3 Billion Payment Volume
73 Million Payment Transactions
Through MercadoEnvíos, Mercado Libre facilitates the shipping of goods from sellers to buyers. Through MercadoEnvíos, we offer a cost-efficient integration with existing logistics and shipping carriers to sellers on our platform. Sellers opting into the program are able to offer a uniform and seamlessly integrated shipping experiences to their buyers at competitive prices.

MercadoEnvíos is available in: Argentina, Brazil, Mexico, Colombia and Chile.
Our Mission

10m
Unique Sellers

33.7m
Unique Buyers

$13.7B
Processed through MercadoPago
136.7 million transactions, +72.6% YoY

+370,000 people
make a living off their sales on Mercado Libre, each employing 5 or more people on average

6,000
Searches/sec.

9
Purchases/sec.

150.1m
Shipments Made
Through MercadoEnvíos

4000
Suppliers
97% local suppliers
You have a leading role

- Principles and flexibility
  Build a framework that is based on principles that will remain applicable over time and foster innovation.

- Net neutrality
- Data Privacy
- Data flows
- Standardization
- Intermediary Liability
- Entrepreneurship
- Local Content
- Financial Inclusion
- Taxation
- Logistics
Thank you!