

**M**



**mercado  
libre**

**UNCTAD, April 2018**

# **Our Mission**

**To democratize commerce and access to money**



# Overview

## The leading e-commerce platform in Latin America

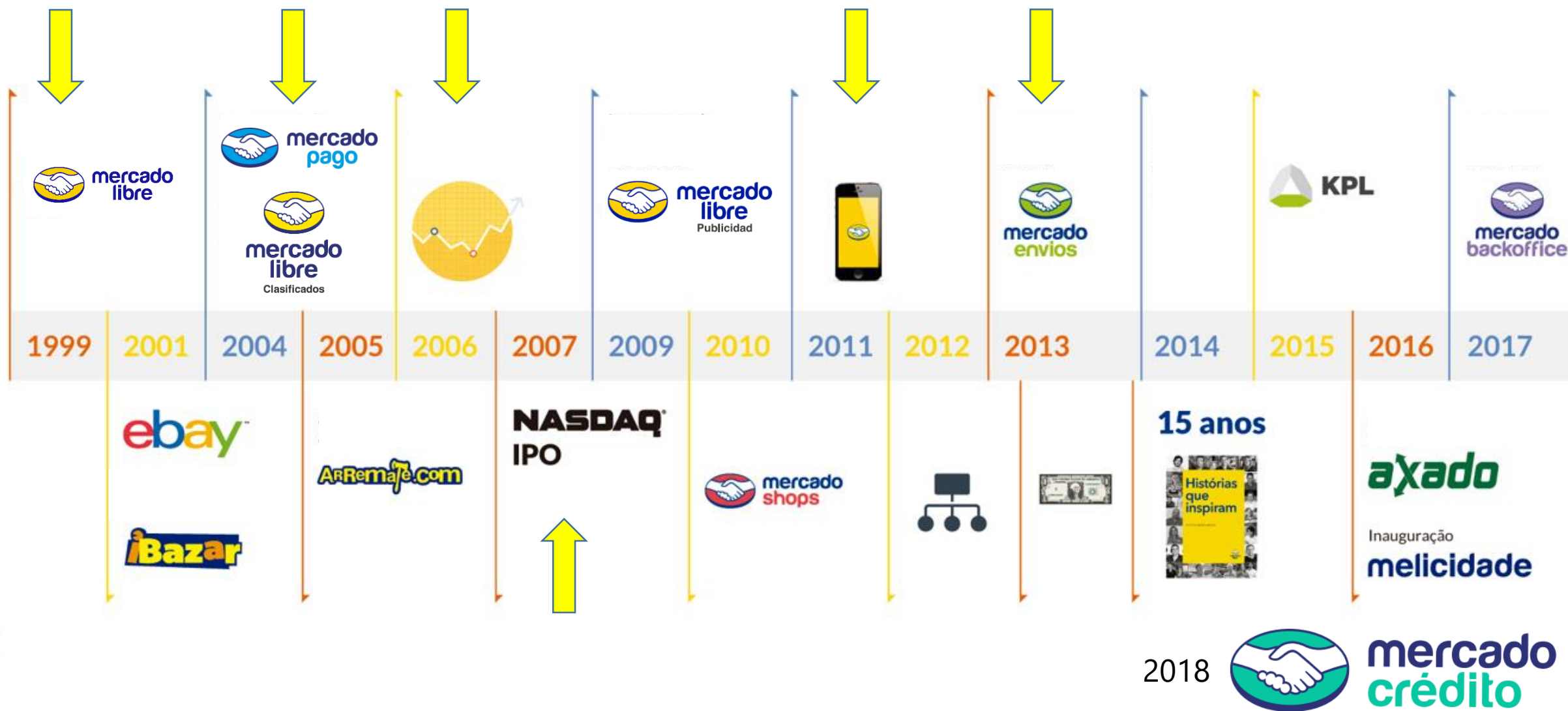
Mercado Libre hosts the largest online commerce and payments ecosystem in Latin America. Our efforts are centered on enabling e-commerce and digital and mobile payments on behalf of our customers by delivering a suite of technology solutions across the complete value chain of commerce. We are present 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**



19  
Countries

# Mercado Libre History

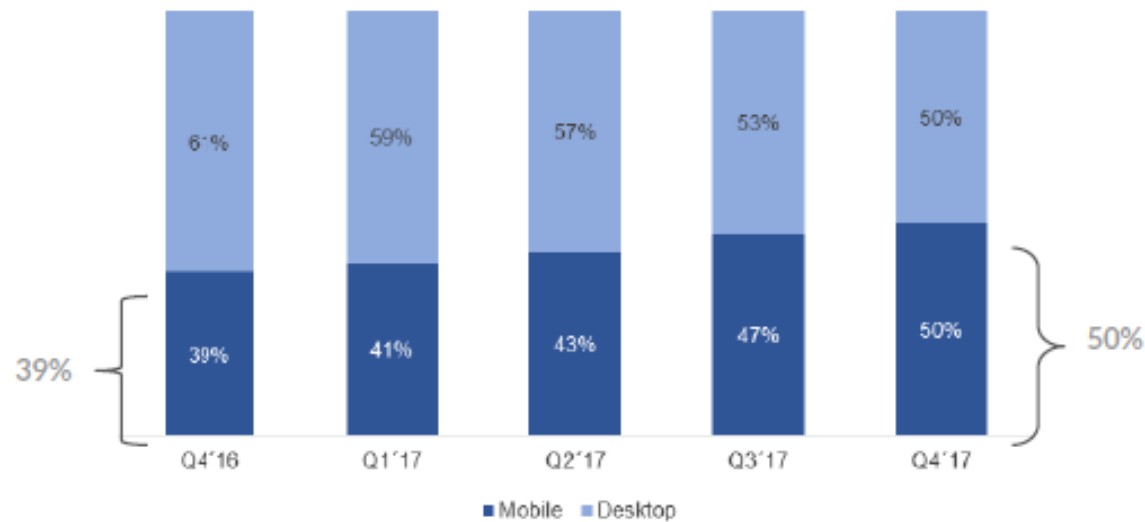




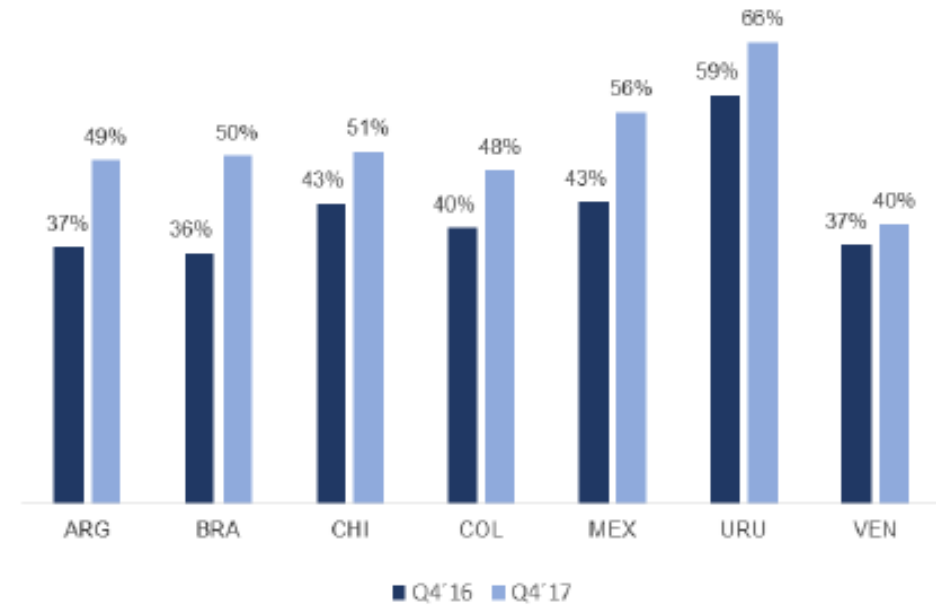
# Mobile is Now Larger than Desktop

Mobile GMV penetration grew 1200 bps YoY to 50% for all MELI versus 38% LY

### Mobile Gross Merchandise Volume Penetration by Platform



### Mobile Gross Merchandise Volume Penetration by Country



# Expected continued e-commerce growth in Latin America

(US\$B)

CAGR  
19%

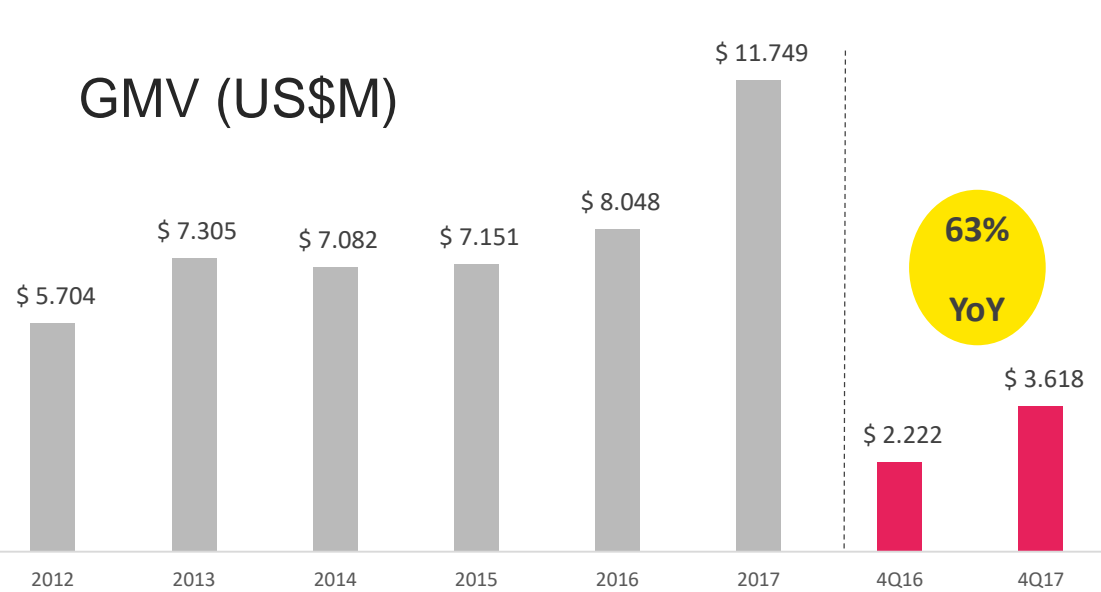


	2015	2016	2017E	2018E	2019E	2020E
% of Total Retail (LATAM)	1.4%	1.6%	1.9%	2.2%	2.5%	2.9%
% of Total Retail (USA)	7.2%	8.1%	9.0%	10.1%	11.2%	12.4%

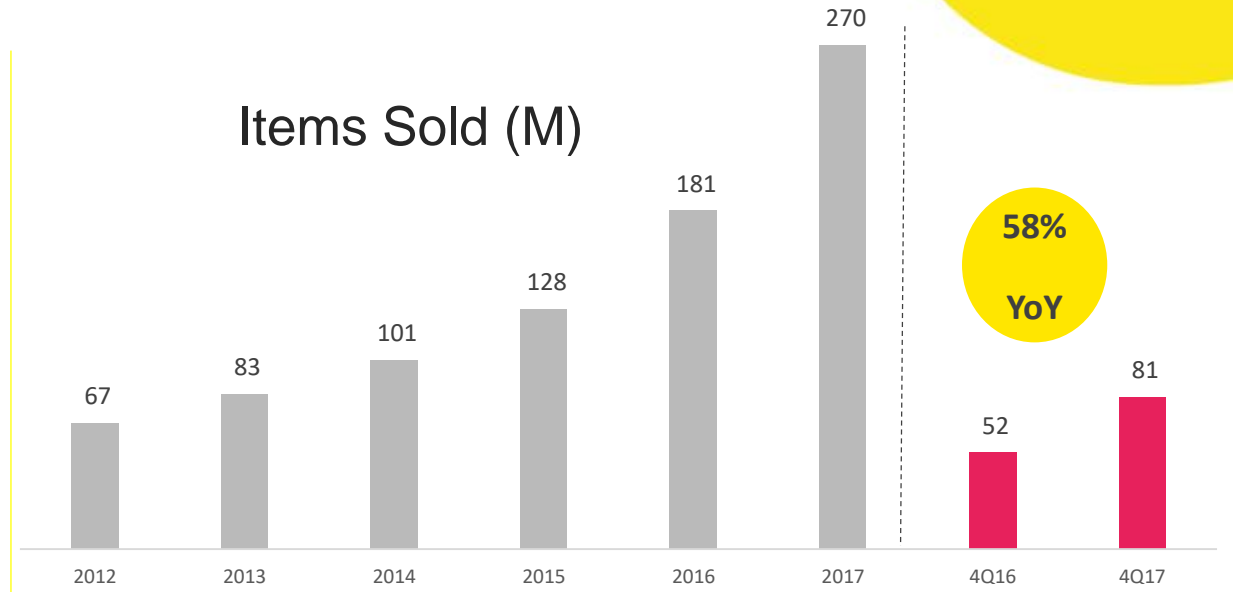
Source: eMarketer 2017

# Marketplace and Payments Metrics

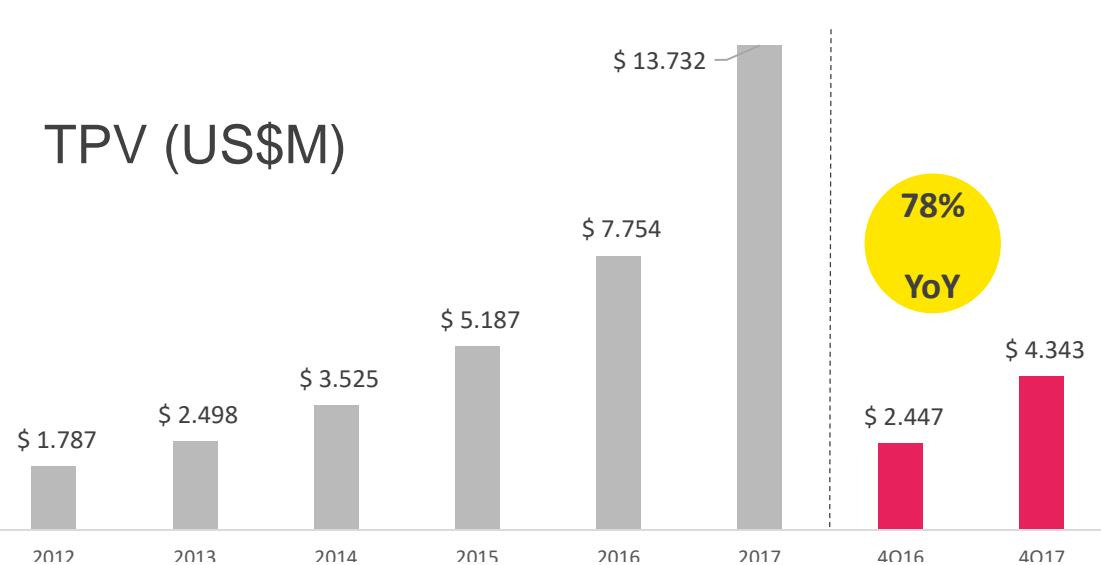
## GMV (US\$M)



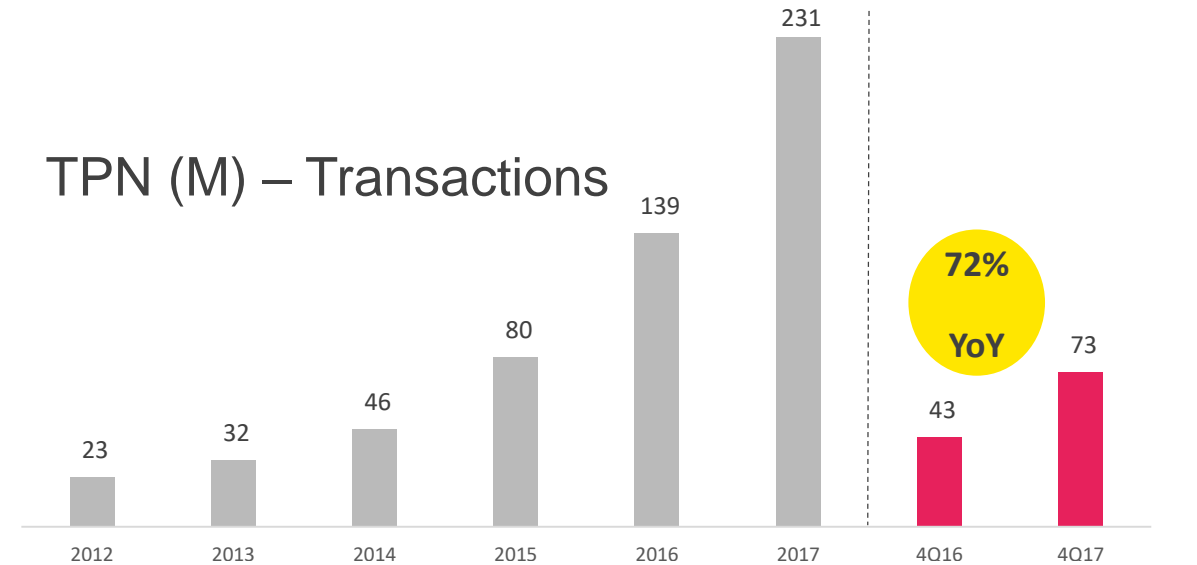
## Items Sold (M)



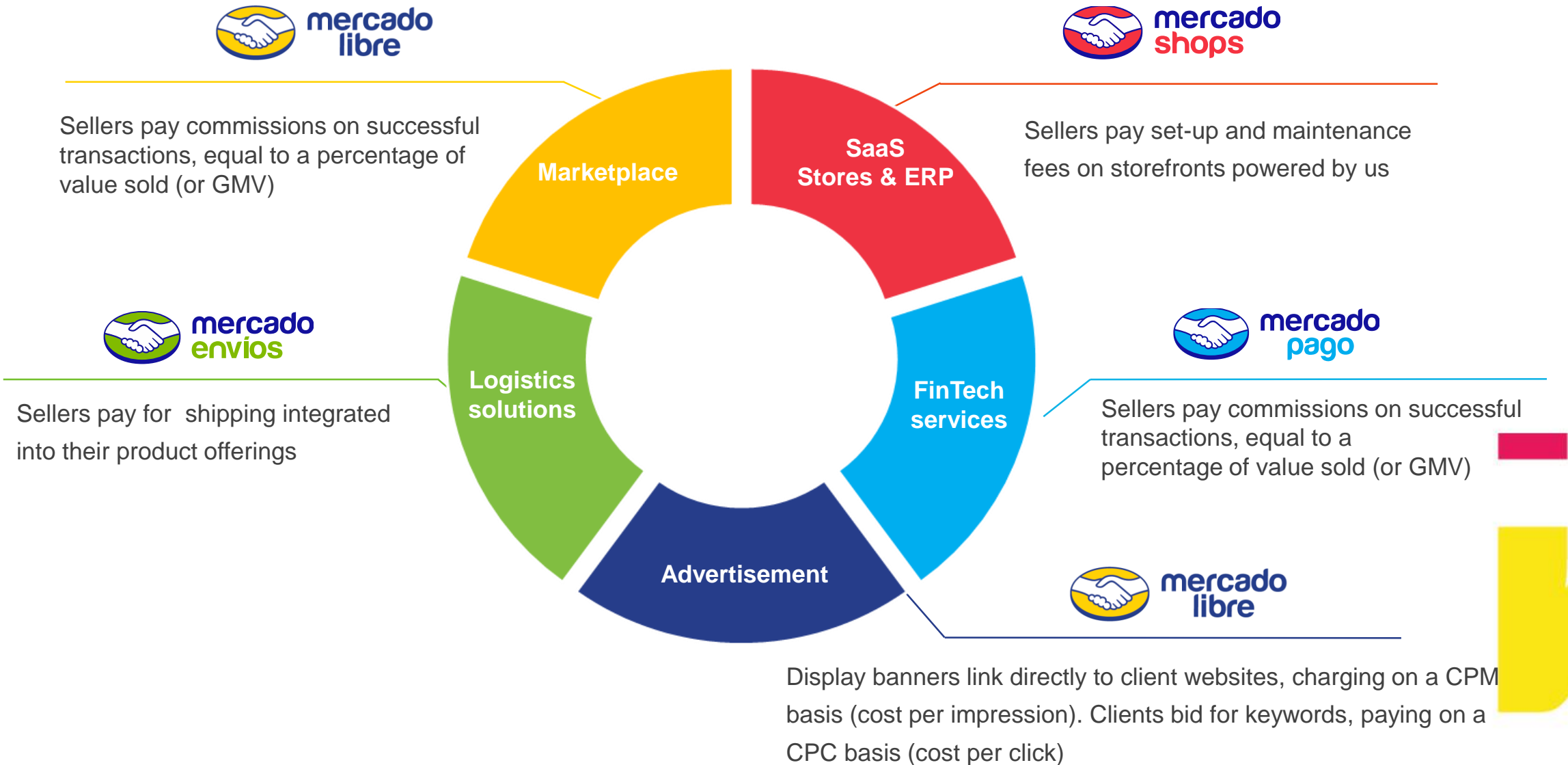
## TPV (US\$M)



## TPN (M) – Transactions



# Our Business Model





# 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\***

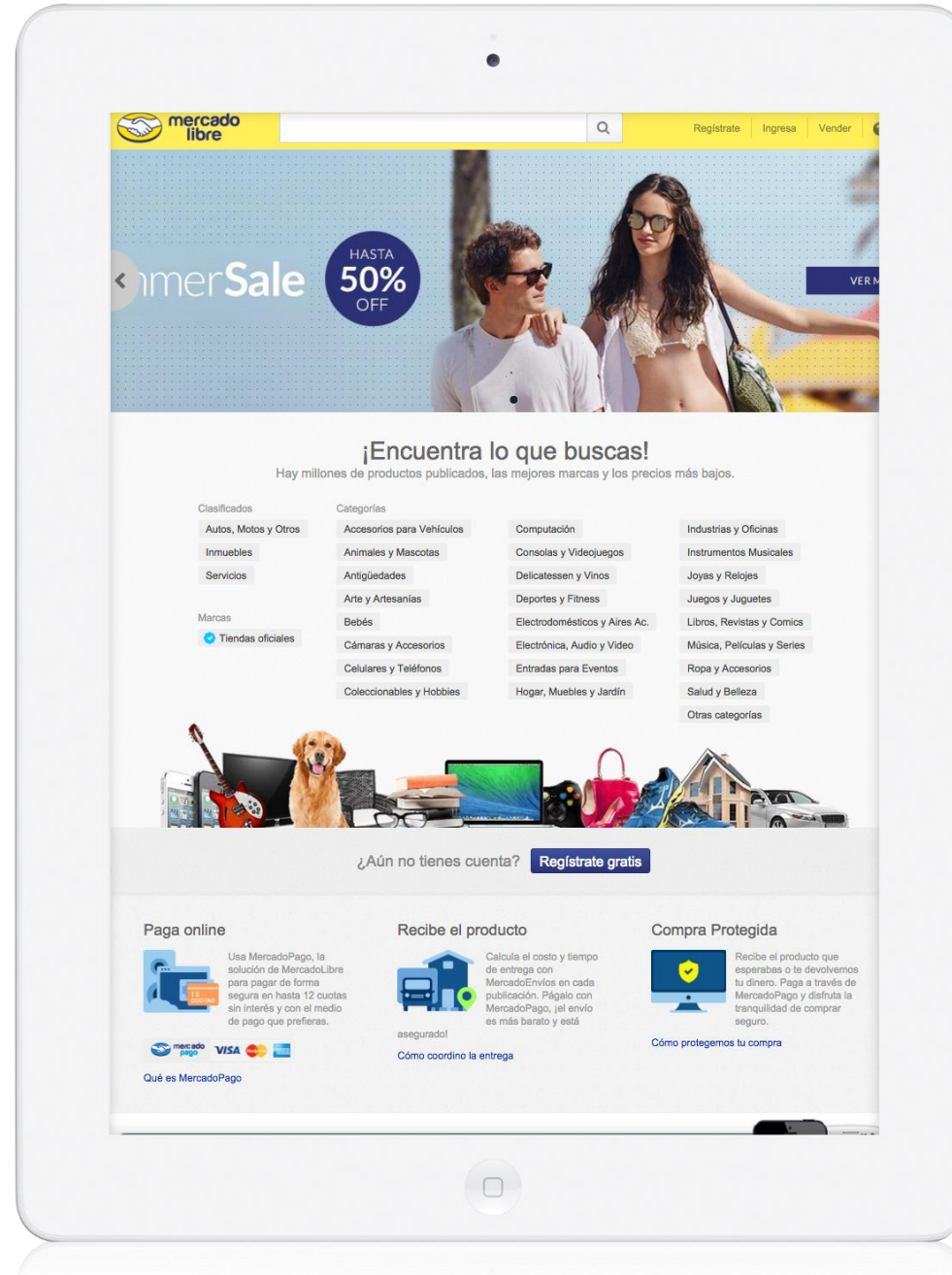


\*NPS: Net Promoter Score.

# 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



4Q17

212 Million  
Users

17.7 Million  
Buyers

3.7 Million  
Sellers

US\$ 3.6 Billion  
GMV

US\$ 256.6 Million  
Core Marketplace Net Revenues

59%  
Total Revenues

81.2 Million  
Sold items

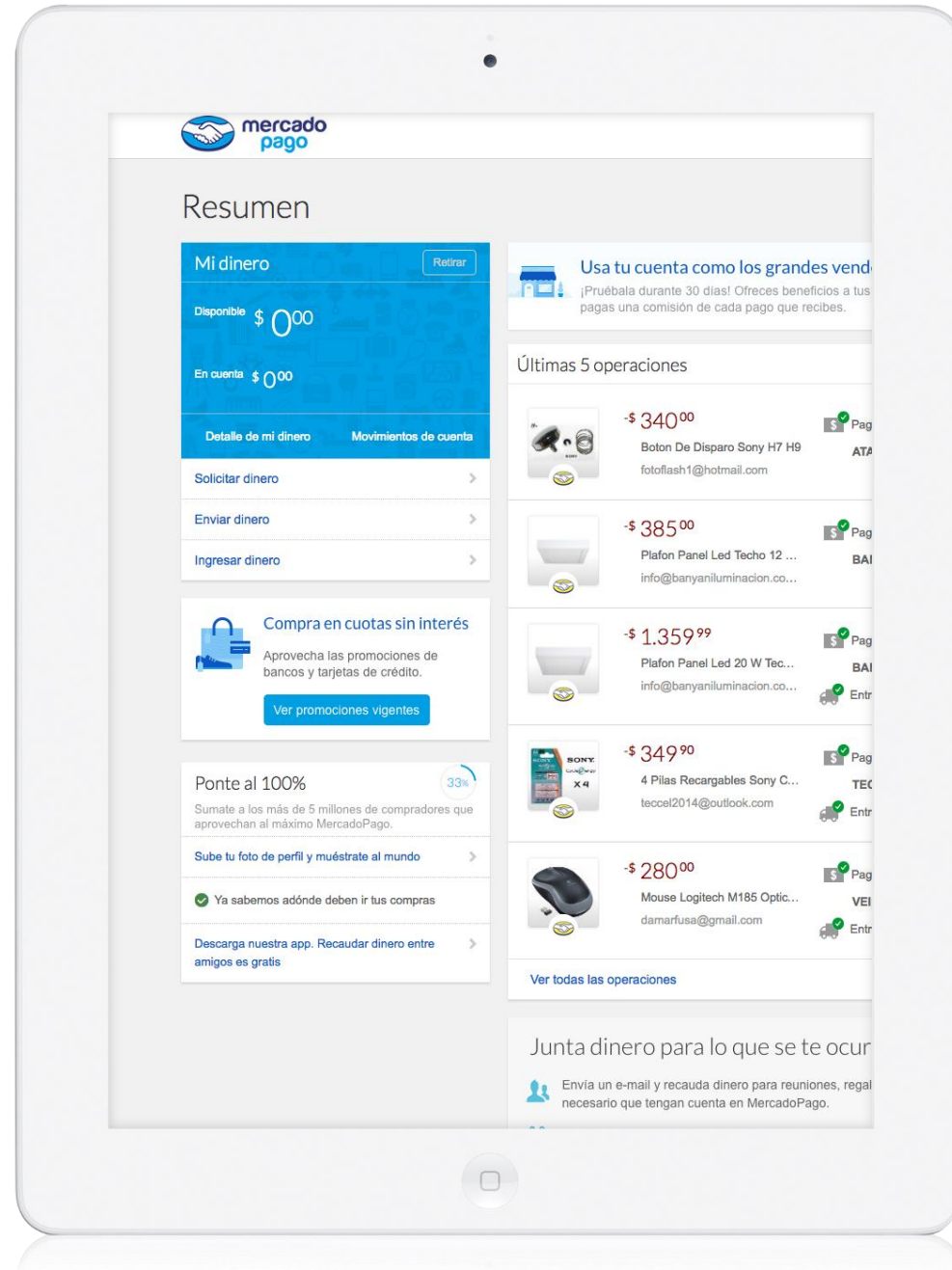


# Mercado Pago Payments Solution

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



4Q17

22 Million Payers

US\$ 4.3 Billion Payment Volume

73 Million Payment Transactions



# Mercado Envíos Shipping Solutions

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



4Q17

48.3 Million  
Items Shipped

## Shipping Penetration

- Brazil – 75%
- Mexico – 75%
- Colombia – 60%
- Argentina – 31%
- Chile – 47%
- MELI – 60%





10m

Unique Sellers



33.7m

Unique Buyers



\$13.7B

Processed through MercadoPago

138.7 million transactions. + 72.6% YoY



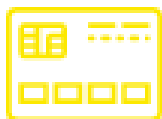
+370,000 people

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



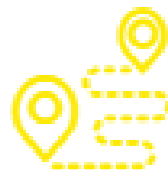
6,000

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





**mercado  
libre**

**Thank you!**