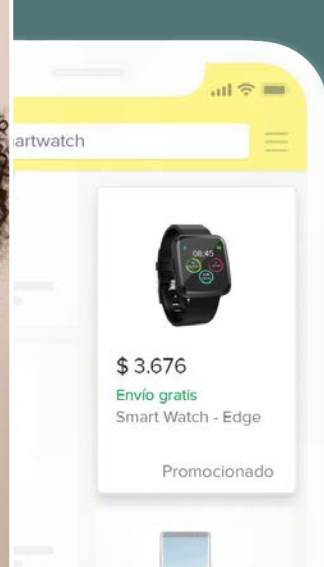


Mercado Libre

# GLOBAL SELLING





01

About  
**Mercado Libre**

02

Global Selling  
**A. Payments**

03

Global Selling  
**B. Shipping  
Solutions**

04

Global Selling  
**C. Uploading  
Products**

05

Global Selling  
**D. Mercado Ads**



01

# ABOUT MERCADO LIBRE







01

## Mercado Libre

(NASDAQ: MELI) is the **largest e-commerce ecosystem** in **Latin America** offering a wide range of services to our **sellers** and **buyers** throughout the region including:

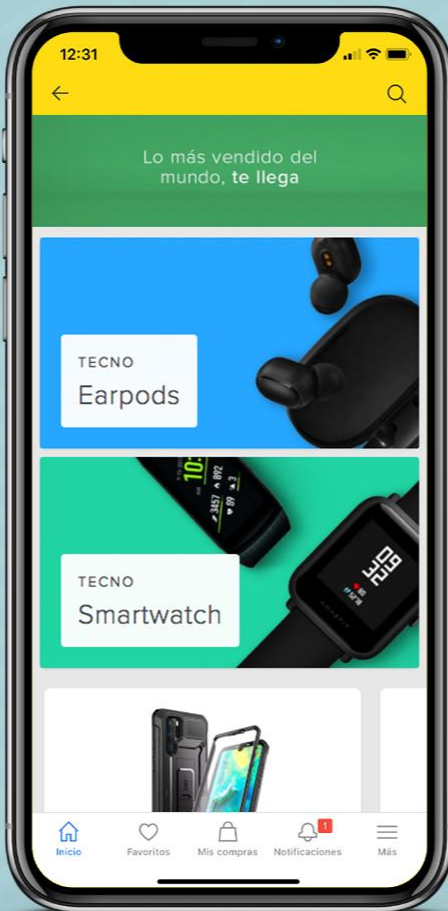
MARKETPLACE

PAYMENTS

ADVERTISING

E-BUILDING SOLUTIONS

SHIPPING



As the leader in a market of over **635 million people** in a region with one of the **world's fastest-growing Internet penetration rates**, Mercado Libre provides buyers and sellers with a **robust online trading environment** that fosters the development of a large and growing **e-commerce** community.

[\(see more about Mercado Libre\)](#)

**1999**

Mercado Libre platform was born in Argentina  
Later on, it expanded to Brazil, Mexico and Uruguay

**2000**

Expansion to Ecuador, Chile and Venezuela.

**2003**

Launch

**2001**

Strategic alliance with Ebay

**2004**

Expansion to Peru.  
Classifieds launch

**2005**

DeRemate.com acquisition

**2006**

Expansion to Dominican Republic, Panama and Costa Rica.

**2007**

IPO in NASDAQ.

**2009**

Launch

**2010**

Launch

**2011**

Research and Development Centre in Silicon Valley opening

**2012**

Open platform - APIs

**2013**

Mercado Envíos launch in Brazil and Argentina.  
Meli Fund creation

**2015**

Expansion to Bolivia, Paraguay and Guatemala.

**2016**

Inauguration of Melicidade office in Brazil

**2017**

Launch

**2019**

20 years!  
Opening of Polo Dot offices in Argentina.

**2020**

Opening of IT Center in Bogota

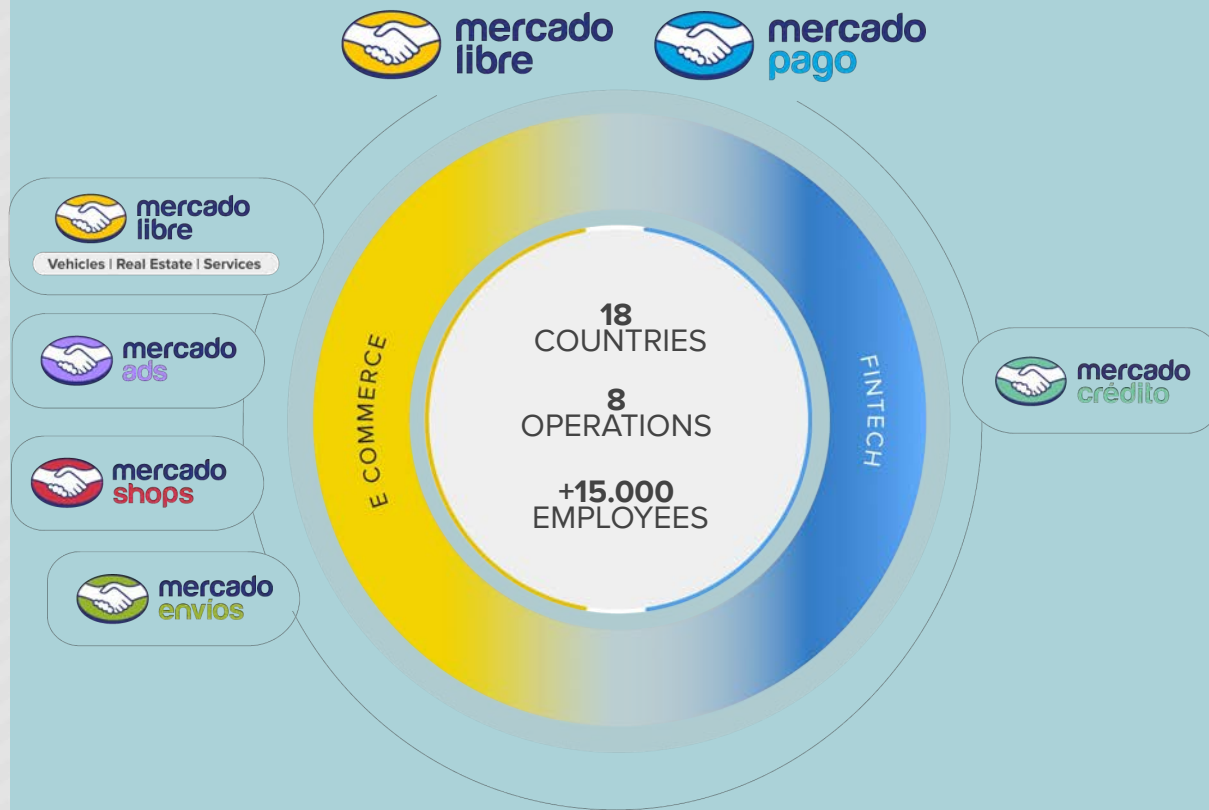
**2021**

OUR HISTORY

**#1 tech  
company** that  
develops  
**fintech** and  
**e-commerce**  
solutions.



# ECOSYSTEM



# TOP OF MIND

in e-commerce and **top** in user traffic in every market.



**65M**

**BUYERS**



**12M**

**SELLERS**



**+300M**

**ITEMS  
PUBLISHED**

**94% NEW  
PRODUCTS**



**27**

**SUCCESSFUL  
ITEMS PER  
SECOND**



**+533**

**VISITS  
PER SECOND**



# WE DELIVER **THE BEST** **PURCHASE** EXPERIENCE

**FAST SHIPPING**



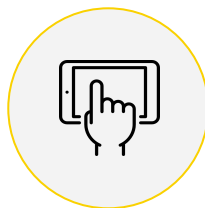
**Practical**

**LOYALTY  
PROGRAMS**



**Benefits for  
users**

**UX**



**Easy**

**PROTECTED  
PURCHASES**



**Security for  
buyers**

**CUSTOMER  
SERVICE**

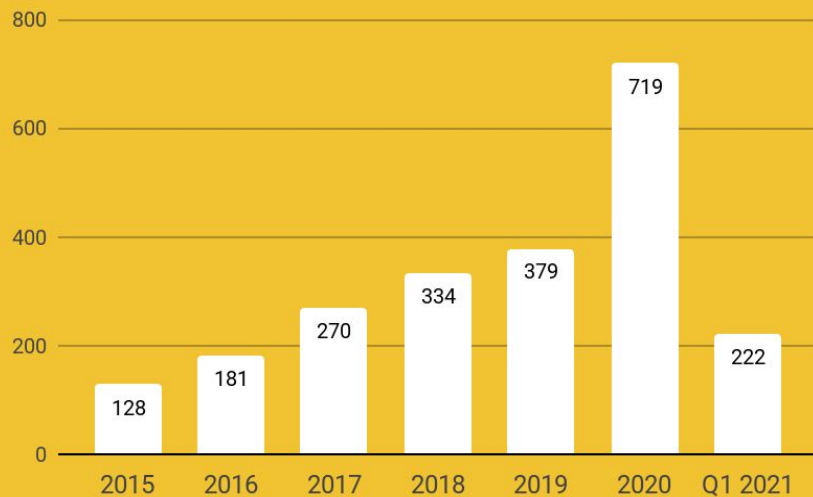


**Efficient  
solutions**

# E-COMMERCE LEADER

IN MILLIONS

YoY Q1: **110.2%**

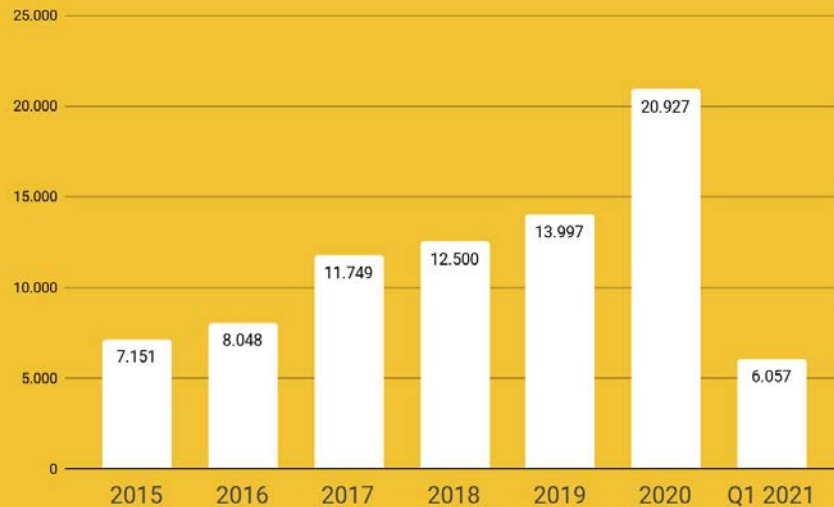


**Successful Items** in the last 12 months

**835.7 M**

IN USD MILLIONS

YoY Q1: **114.3%**



**Gross Merchandise Volume** in the last 12 months

**US\$ 23,570 M**

02

# Mercado Libre Global Selling



ML Global Selling allows **international merchants** to sell throughout **Latin America**, reaching millions of customers. A single account enables you to sell in **Mexico**, **Brazil** and **Chile** managing everything from one platform. Also, you will be able to offer your products in **local currency** but receive your money in **USD**.

\*Discounting our fee.

**01**

You publish in **USD** and your customers pay in **local currency**.

**02**

We keep the **product price updated** in local currency in our platform.

**03**

You will receive your account's balance published in **USD** in a single payment.\*





02

## PAYMENTS

Listing your products in Mercado Libre is **free**. Then, every time you receive an order, you'll be charged a percentage of the product value.

*(see details about selling fees)*

Our sales fee also includes **financing options**, free installments for the buyer, a very common way of paying for Latin American customers.



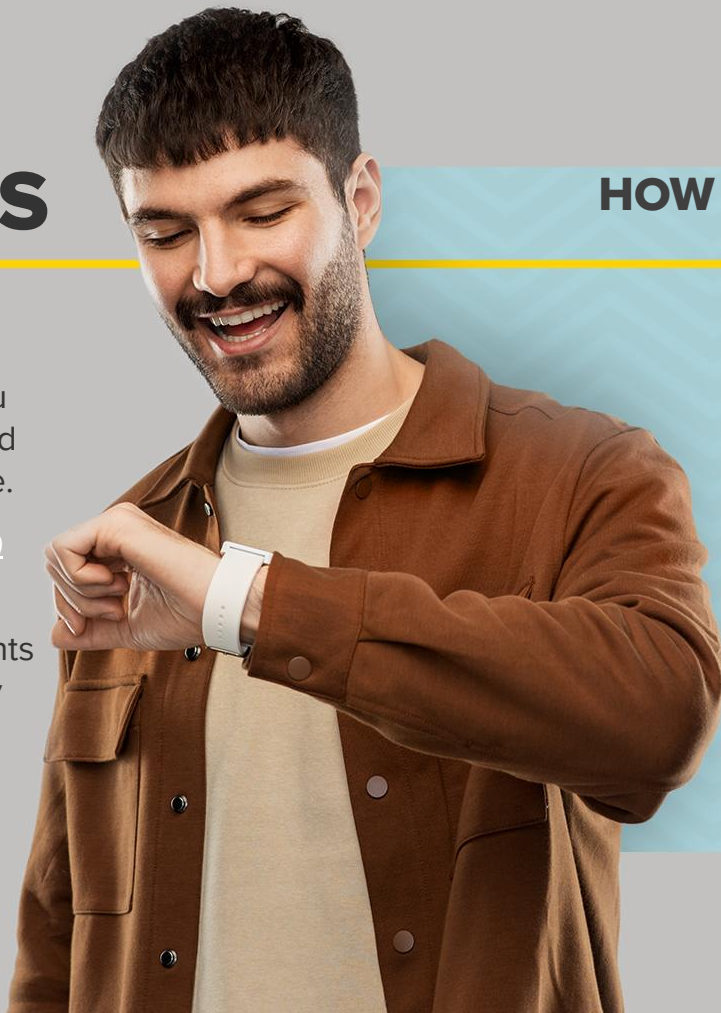
## HOW PAYMENTS WORK?\*

*(see more details about payments)*

You will receive an **international wire transfer in USD** every 2 weeks to the bank account you set up in the registration process.

Each transfer will include all orders from sites **Mexico, Brazil** and **Chile** that have already been delivered up to 2 days before it is generated.

*\*The minimum amount to be transferred is 500 USD.*





# SHIPPING SOLUTIONS

Our shipping solutions allow you to choose between **different options** depending on your **business strategy**. You will be asked to set your shipping method.

Depending on the country, you will have to select between -some or all- of the following options:



## Fulfillment by Mercado Libre:

We take care of receiving your customer's orders and delivering your products to the destination country. With this service we aim to provide a better customer experience with great delivery times (same/next day).

### Main Benefits:

- Free of charge.
- Great delivery times
- Exclusive packaging
- Highlighted listings
- Increase Conversion Rate
- Discounts on the [cost for offering free shipping](#)
- Special after-sale service for your buyers

[\(see more details about Mercado Envios FULL\)](#)

03

# SHIPPING SOLUTIONS

## DIRECT TO CONSUMERS

This option implies using our logistic partners to deliver your products. We will provide you with the shipping labels and tracking number needed; enabling buyers to track their package.

[\(Shipping costs\)](#)

**\*Keep in mind:** when choosing this shipping method, all packages must be sent through our partnered carrier with the shipping label provided.



Difference between **Fulfillment** by Mercado Libre and **Direct shipping**.

DIRECT SHIPPING



MERCADO ENVÍOS FULL



04

# UPLOADING PRODUCTS

To upload your catalogue to Mercado Libre you have two options:

## API

[\(see more details here\)](#)

We strongly recommend integrating directly to our APIs.

## EXCEL FILE

Done manually using excel.



Review the [Restricted Products](#) for each marketplace



· **Listing** and **uploading** your catalogue is very simple:

- 1 - Choose **categories**.
- 2 - **Fill** the Listings file.
- 3- **Upload** de Listings file.



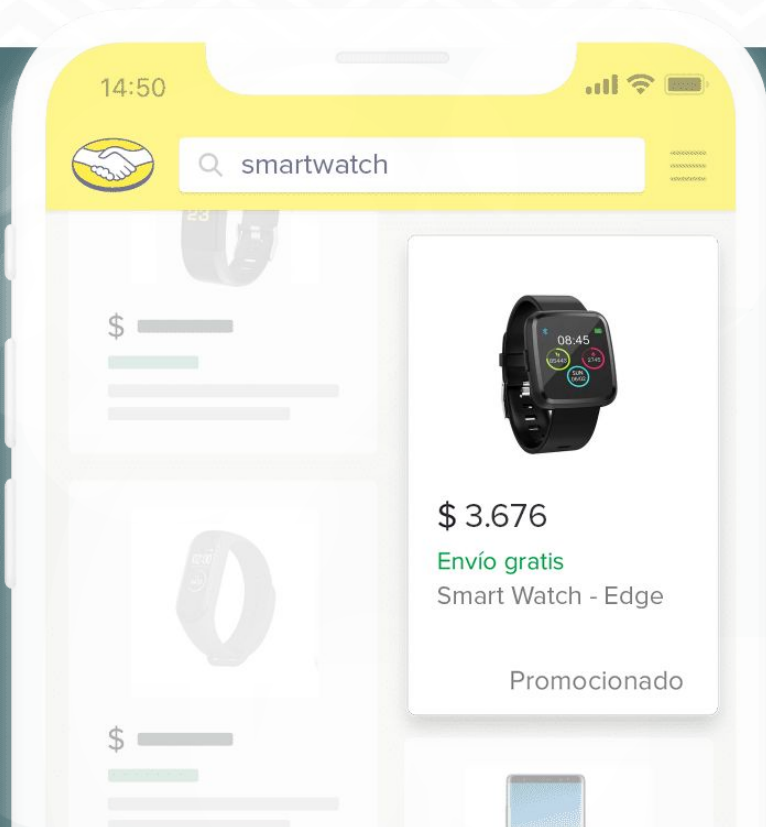
· We'll let you know when the upload is ready and the **listings created**.

If there's anything to correct **we'll provide a new error file** to fill and upload again.



· No **language barriers**. Our platform provides you with the tools for you to handle all processes in english, with integrated **automated translations** for pre and post sale questions and claims.

**Product Ads** is an advertising solution, integrated into **Mercado Libre**, to give more **product visibility** to people who are looking for what you sell within the platform.



### HOW DOES IT WORK?

We'll create ads with your listings and choose when to show them to deliver you the best results. You can choose which ones not to show and pause or activate your campaign whenever you want.

### WHERE WILL YOUR LISTINGS BE SEEN?

When a buyer does a search related to what you sell, your ads may appear among the **search results** and within the product pages of **other sellers**.

### HOW MUCH WILL YOU PAY?

You only pay for results, when a user clicks on your ad. You can set your daily budget and change it whenever you want.



# REPUTATION

[\(see more details about reputation\)](#)

Your **reputation** reflects your **seller performance**, and it measures the **quality of service** you offer to buyers. In Mercado Libre, your reputation is reflected by a color:



We calculate your reputation **based on three metrics**:

## CLAIMS

It measures the number of complaints you receive from your buyers.

## CANCELLATION RATE

This metric takes into account all orders cancelled by you.

## HANDLING TIME

It measures the time it takes for you to ship an order, that is, deliver the package to the carrier.

**Reputation | México**

As of today, your color as a seller is green:

You're one step away from being MercadoLeader! You only need:

**MXN \$ 79,000.00** of billing.  
(US\$ 4,100.66 USD considering today's exchange rate.)  
You currently have MXN \$ 15,918.00

You must be older than 4 months

*These values may change if you receive new sales, and/or at the beginning of each month*





**THANK YOU!**

[Website Global Selling](#)