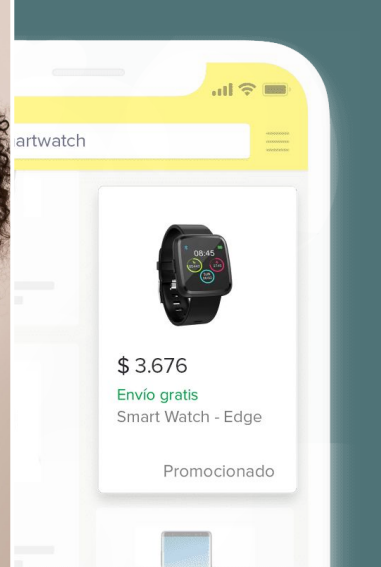


Mercado Libre

GLOBAL SELLING



mercado
libre



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B. Shipping
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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:

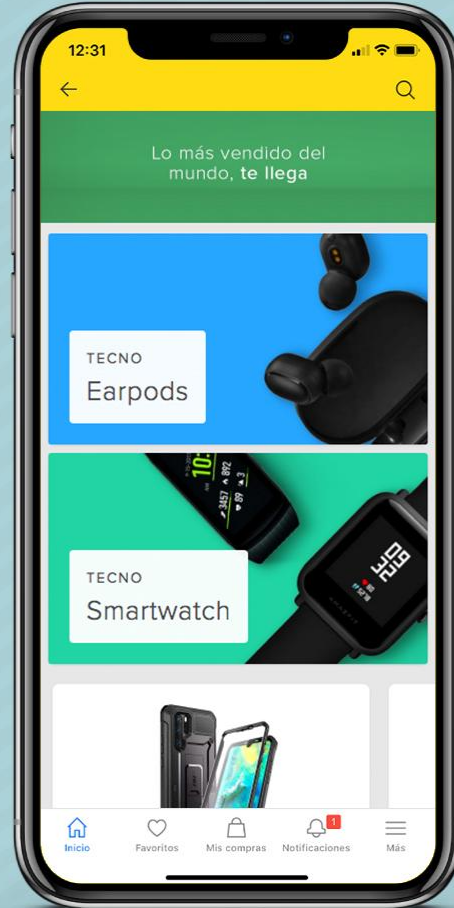
MARKETPLACE

PAYMENTS

ADVERTISING

E-BUILDING SOLUTIONS

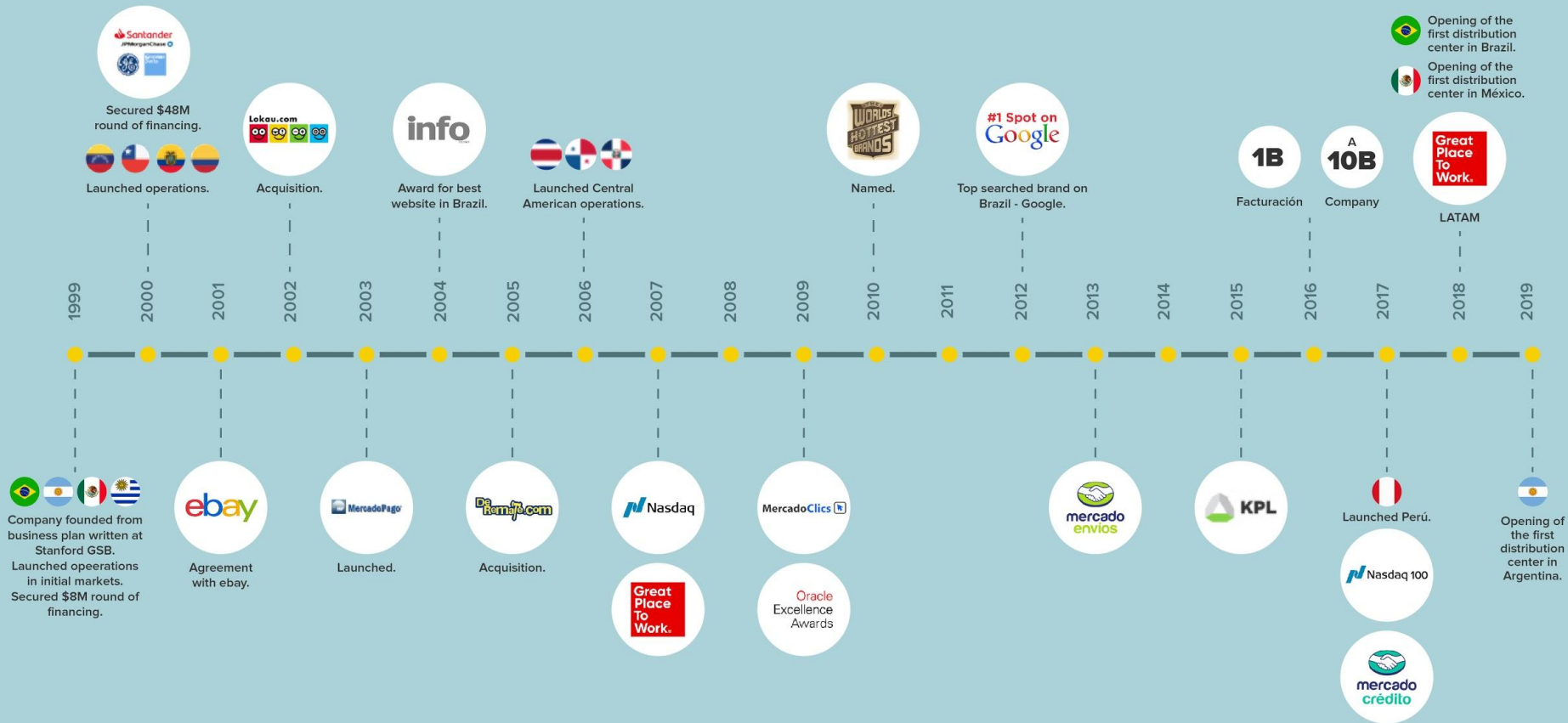
SHIPPING



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)

01 From the garage to NASDAQ 100



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

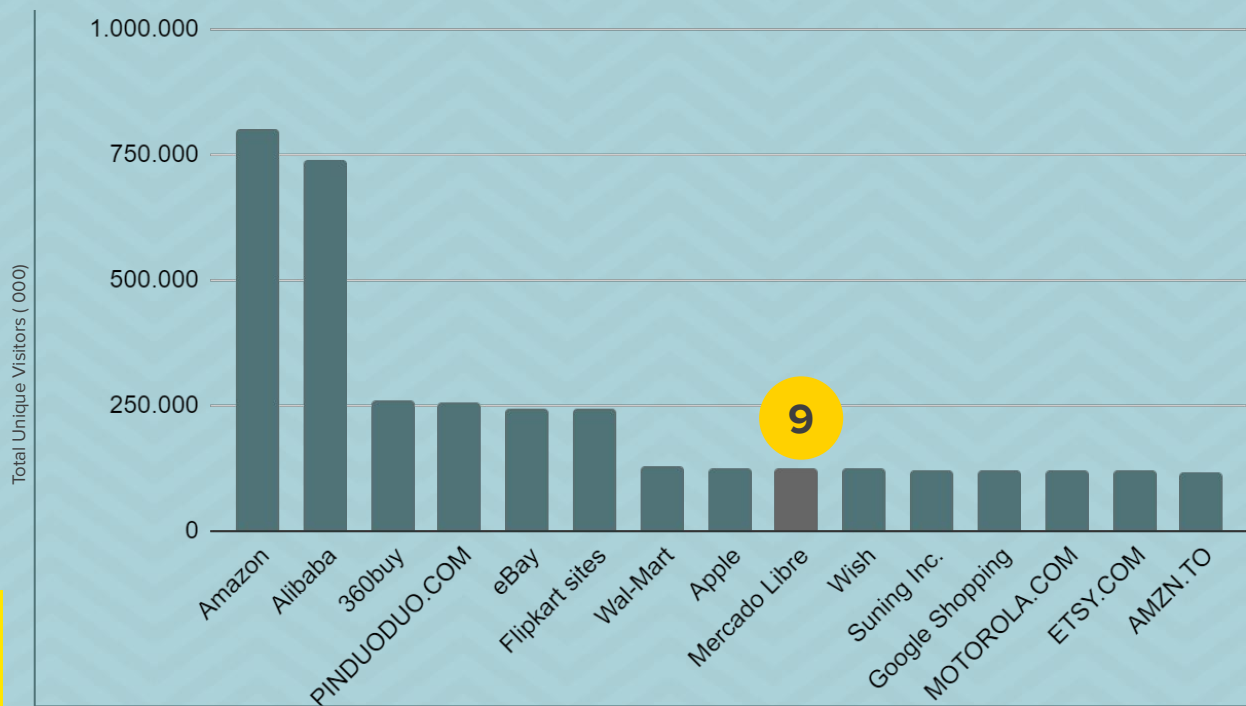


ECOSYSTEM



TOP largest e-commerce sites in the world.

SOURCE: ComScore August 2020 (desktop + Web Mobile)



TOP OF MIND

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



55M

BUYERS



12M

SELLERS



+304M

**ITEMS
PUBLISHED**

**98% NEW
PRODUCTS**



19

**SUCCESSFUL
ITEMS PER
SECOND**



+464

**VISITS
PER SECOND**

02

Mercado Libre

Global Selling



WHAT IS 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**.



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.*

*Discounting our fee.

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.



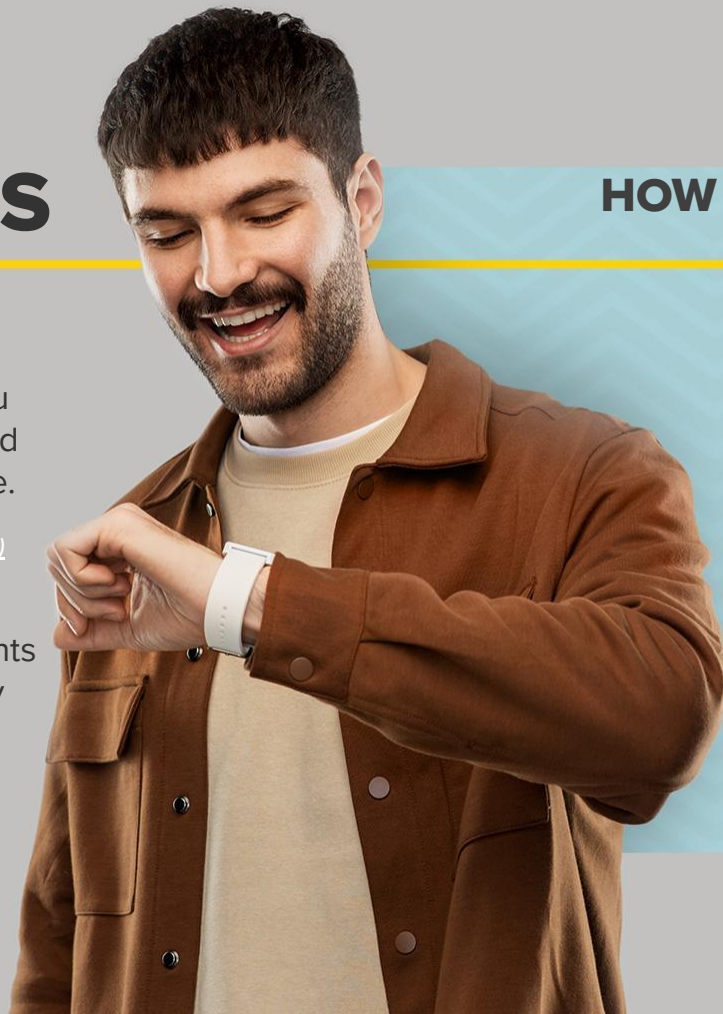
HOW PAYMENTS WORK?*

(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

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

SHIPPING SOLUTIONS

DIRECT TO CONSUMER

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.



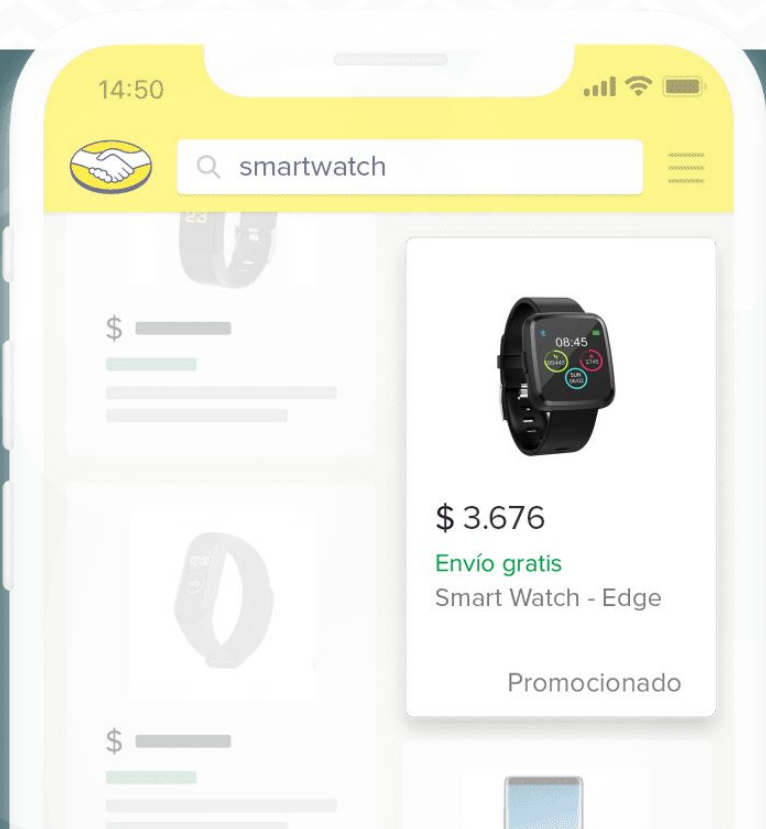
· We'll let you know when the upload is ready and the **listings created**.

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?

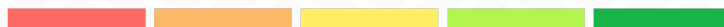
You only pay for results, when a user clicks on your ad. You can set your daily budget and change it whenever you want.



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.

The screenshot shows the Mercado Libre seller interface for Mexico. At the top, there's a yellow header with the Mercado Libre logo. Below it, the page title is "Reputation | México". A central message states: "As of today, your color as a seller is green:", followed by a color scale bar where the green segment is highlighted. Below this, a notification says: "You're one step away from being MercadoLeader! You only need:". A large box displays a goal: "MXN \$ 79,000.00 of billing." with a sub-note "(US\$ 4,100.66 USD considering today's exchange rate.)" and a current status: "You currently have MXN \$ 15,918.00". Another box indicates a requirement: "You must be older than 4 months". At the bottom, a blue information icon is followed by the text: "These values may change if you receive new sales, and/or at the beginning of each month". A vertical sidebar on the left contains various icons for navigation.



**mercado
libre**

THANK YOU!