

This presentation may make forward-looking statements relating to such matters as continued growth prospects for the company, industry trends and product and technology initiatives.

These statements are based on currently available information and our current assumptions, expectations and projections about future events. While we believe that our assumptions, expectations and projections are reasonable in view of currently available information, you are cautioned not to place undue reliance on these forward-looking statements. Our actual results may differ materially from those included in this presentation, for a variety of reasons, including those described in the forward-looking statements and risk factor sections of our 10-Q and other filings with the Securities and Exchange Commission, which are available on our investor relations website. (<http://investor.mercadolibre.com>)

A reconciliation of Non-GAAP measures to the nearest comparable GAAP measures can be found in our second quarter 2018 earnings press release available on our investor relations website.

All of the information included in this presentation is updated as of June 30th, 2018. Except as may be required by applicable law, we assume no obligation to publicly update or revise our statements.

Percentages have been calculated using whole amounts rather than rounded amounts. This may cause some figures not to total due to rounding.



# Mercado Libre

## Second Quarter 2018 Results

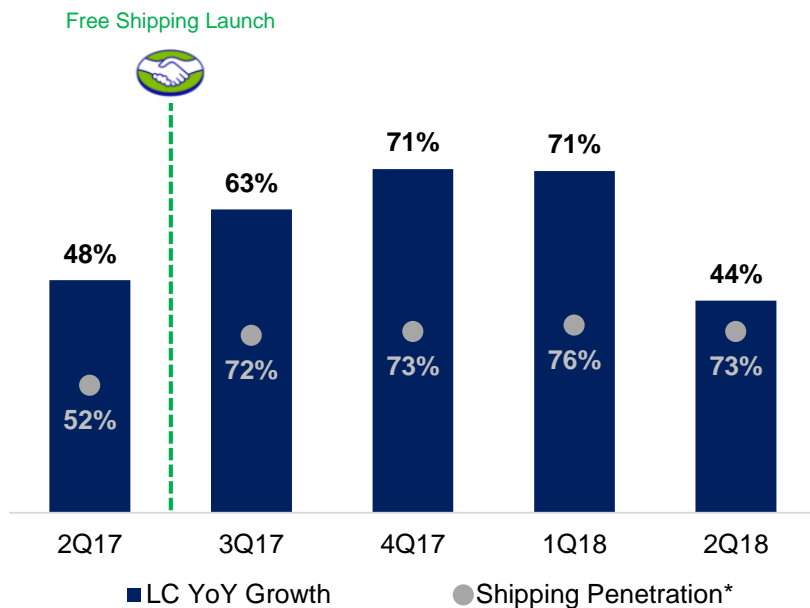
Investor Relations

# BRAZIL

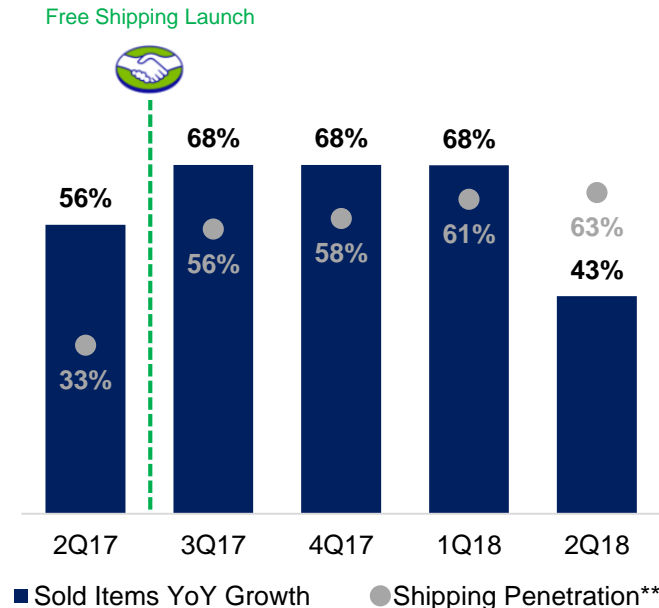


## Items & GMV Affected by Cost Increases & Strike

LC GMV Evolution per Quarter



Items Evolution per Quarter (M)



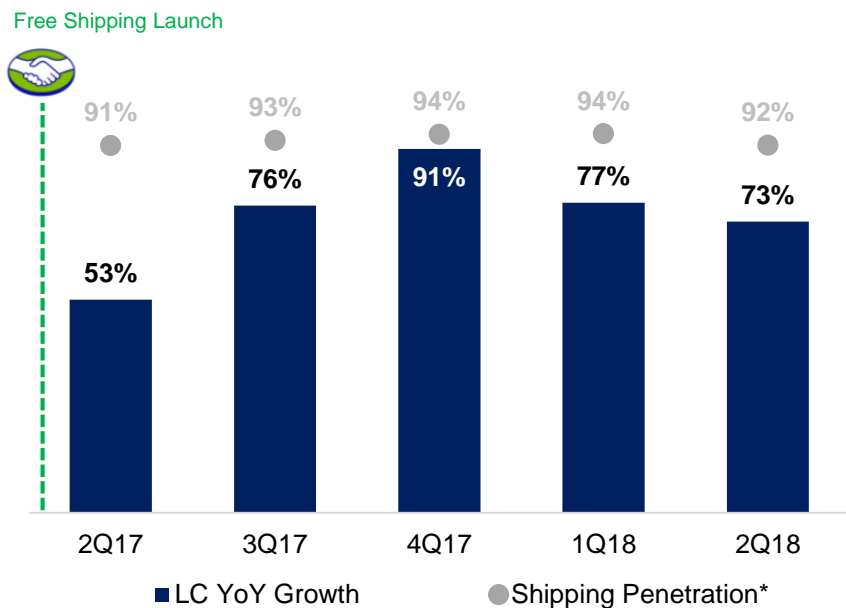
\* GMV on Free Shipping as a % of GMV Shipped \*\* Sold Items on Free Shipping as a % of Items Shipped

# MEXICO

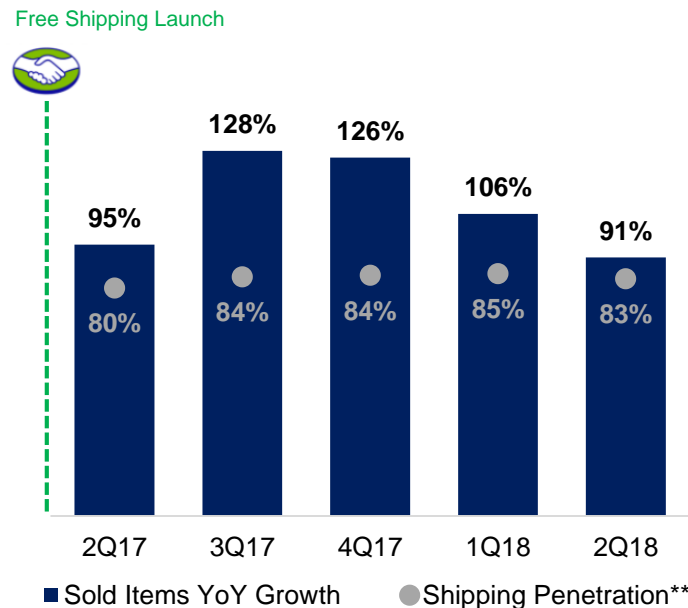


## Maintaining High Growth Rates

LC GMV Evolution per Quarter



Items Evolution per Quarter (M)



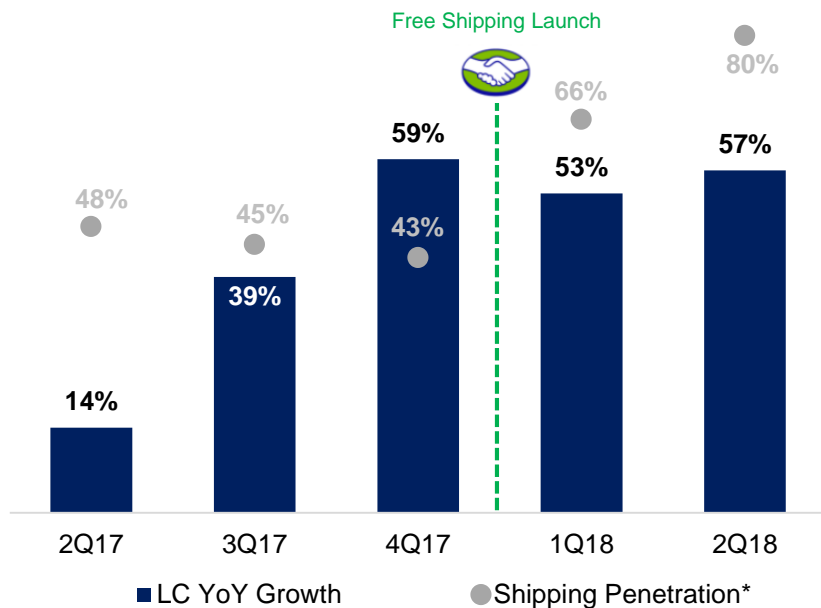
\* GMV on Free Shipping as a % of GMV Shipped \*\* Sold Items on Free Shipping as a % of Items Shipped

# ARGENTINA

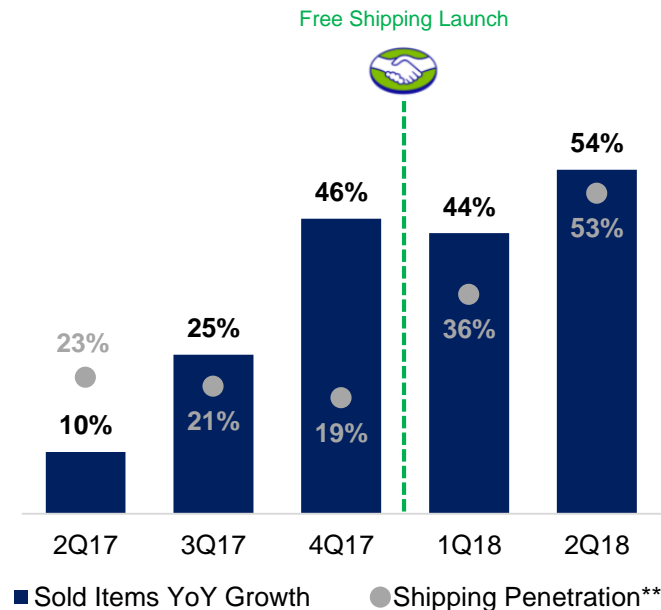


## Accelerating Items & Local Currency GMV

LC GMV Evolution per Quarter



Items Evolution per Quarter (M)

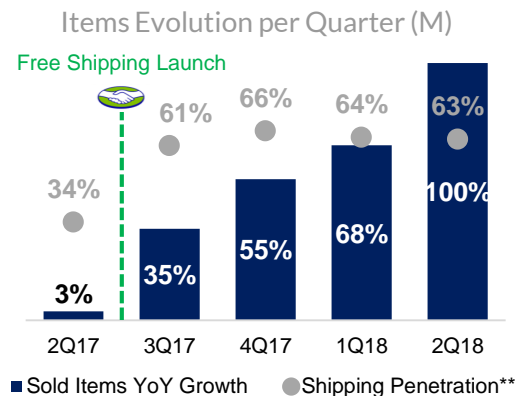
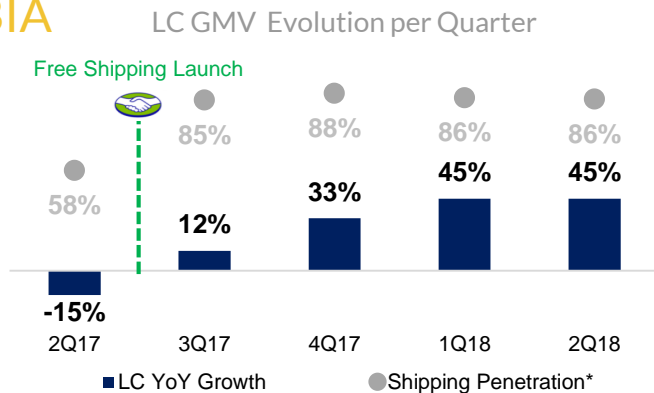


\* GMV on Free Shipping as a % of GMV Shipped \*\* Sold Items on Free Shipping as a % of Items Shipped

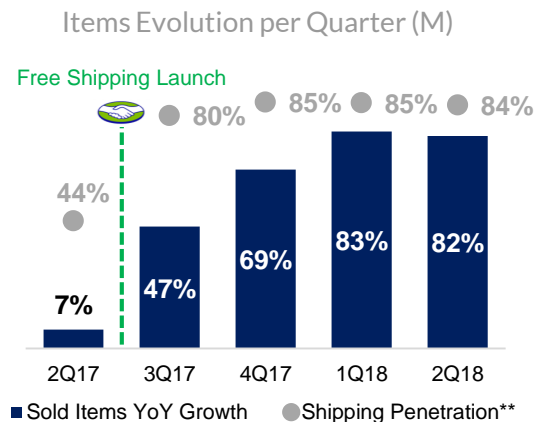
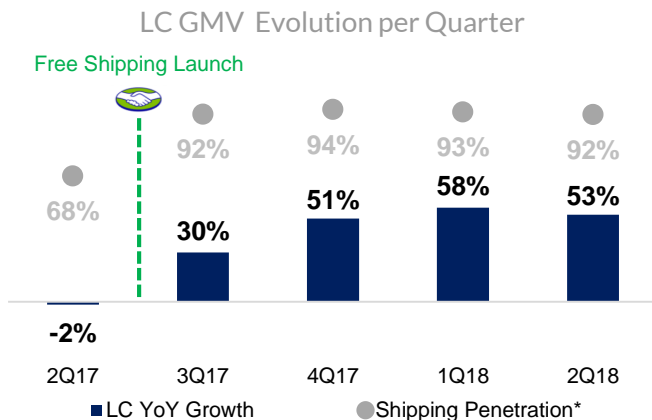
# Colombia & Chile on a Solid Growth Trajectory



## COLOMBIA



## CHILE

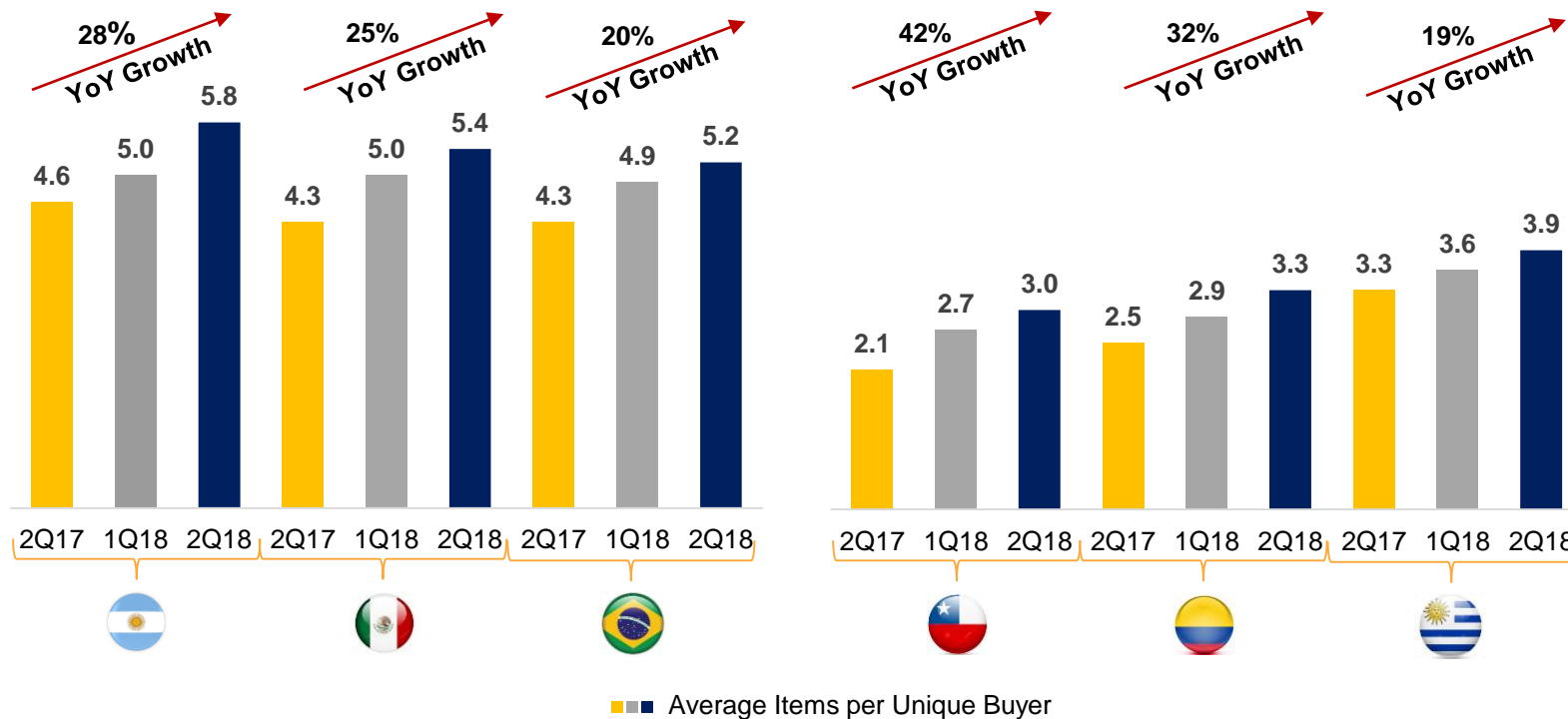


\* GMV on Free Shipping as a % of GMV Shipped \*\* Sold Items on Free Shipping as a % of Items Shipped

# Accelerating Engagement Across the Region



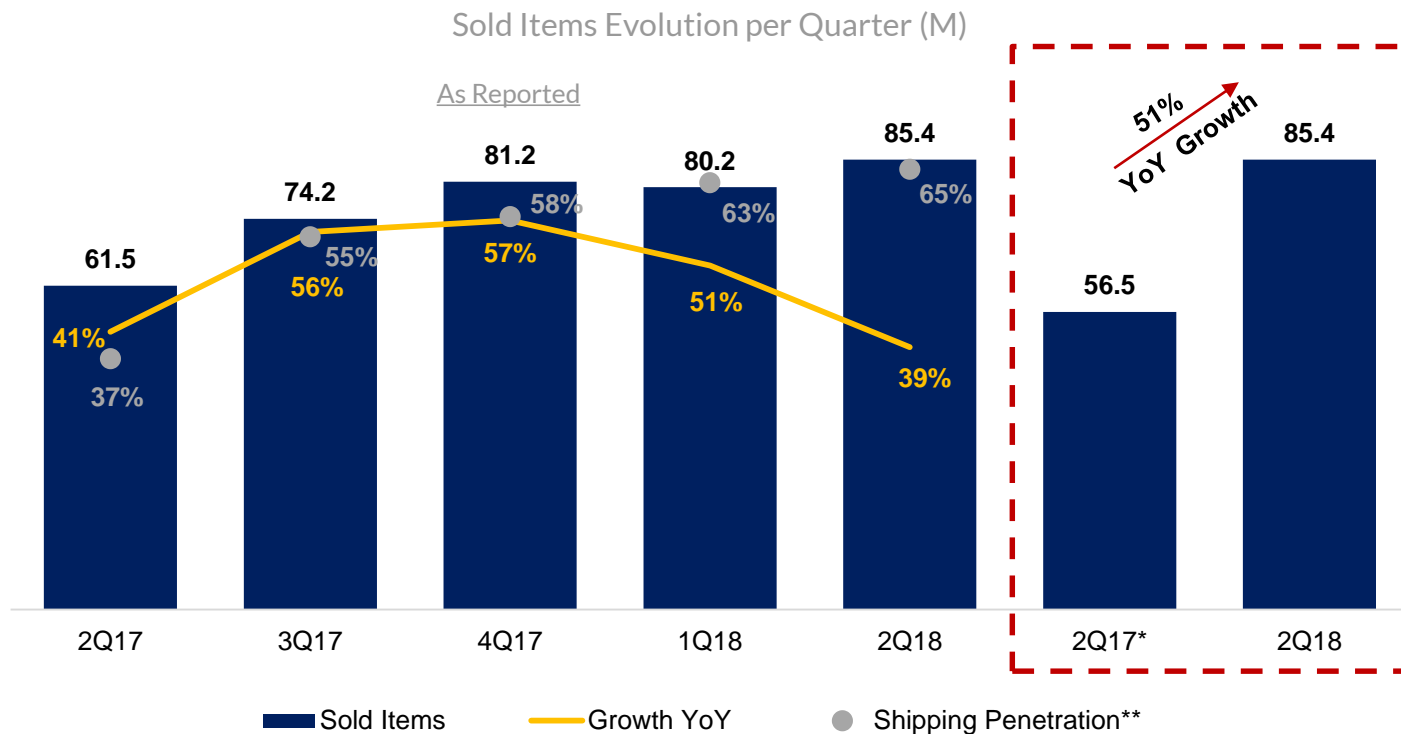
## Items per unique buyer with solid momentum



# Consolidated



## Solid Growth in Sold Items



\* Excluding Venezuela \*\*Free Sold Items as a % of Sold Items Shipped

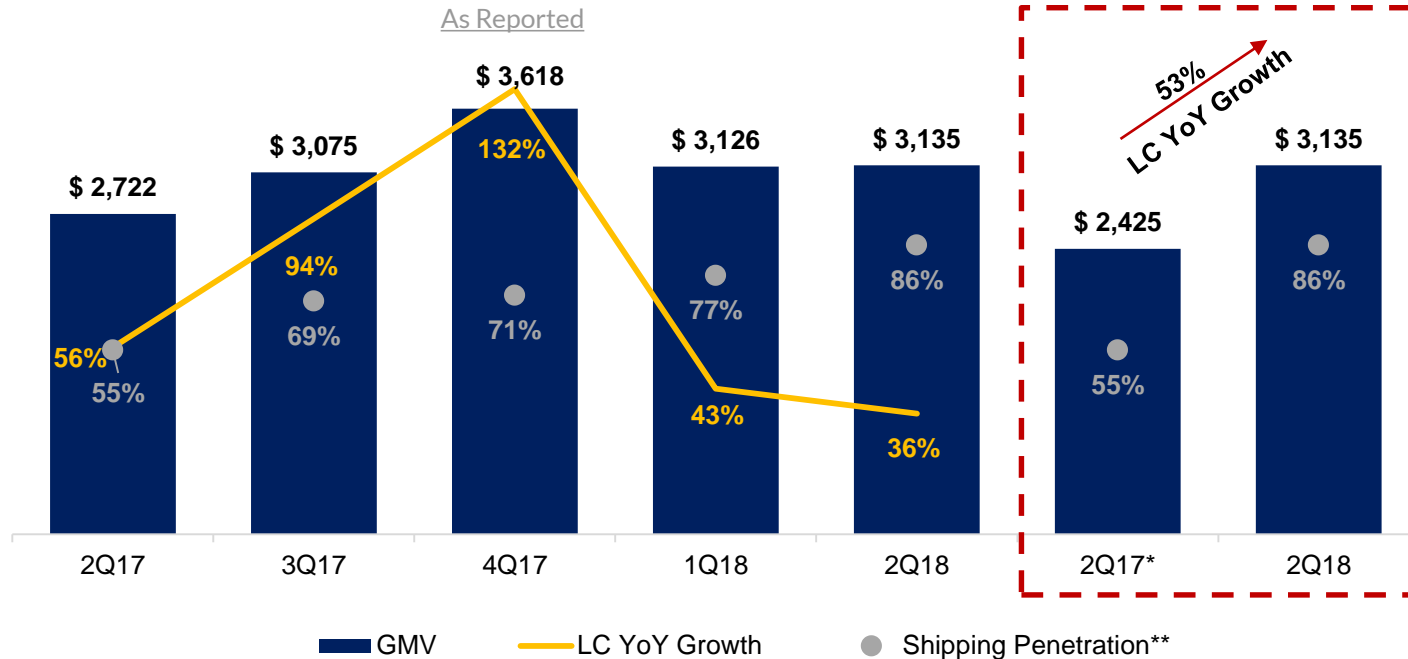


# Consolidated



## As well as GMV Growth in Local Currency

USD GMV Evolution per Quarter

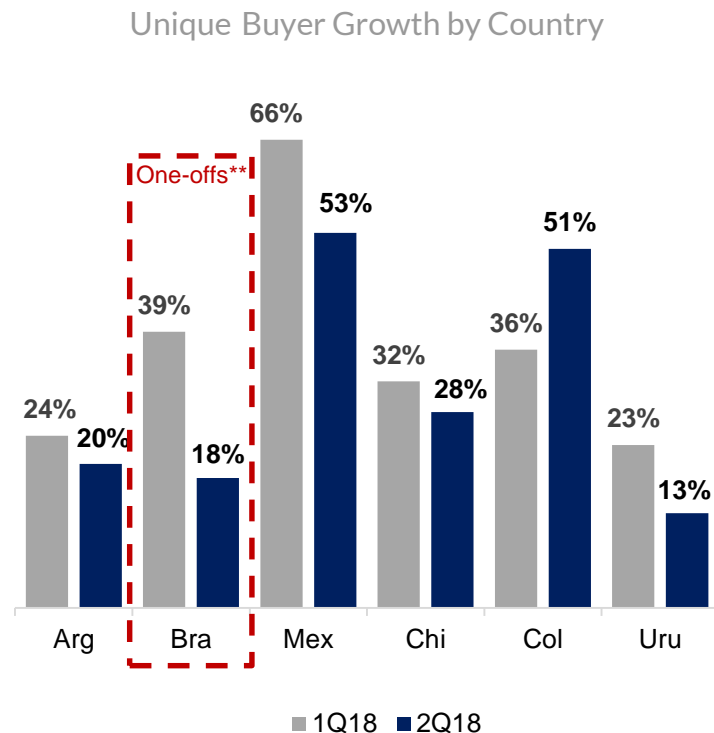
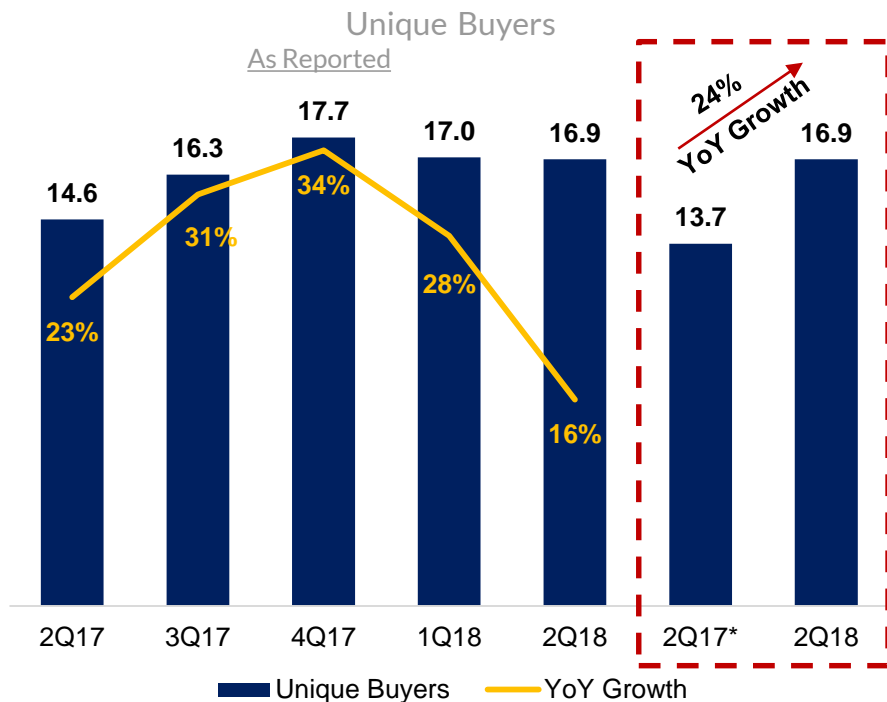


\* Excluding Venezuela \*\*Free GMV as a % of GMV Shipped



# Consolidated

## Solid Unique Buyer Growth in Most Countries Affected by Brazil

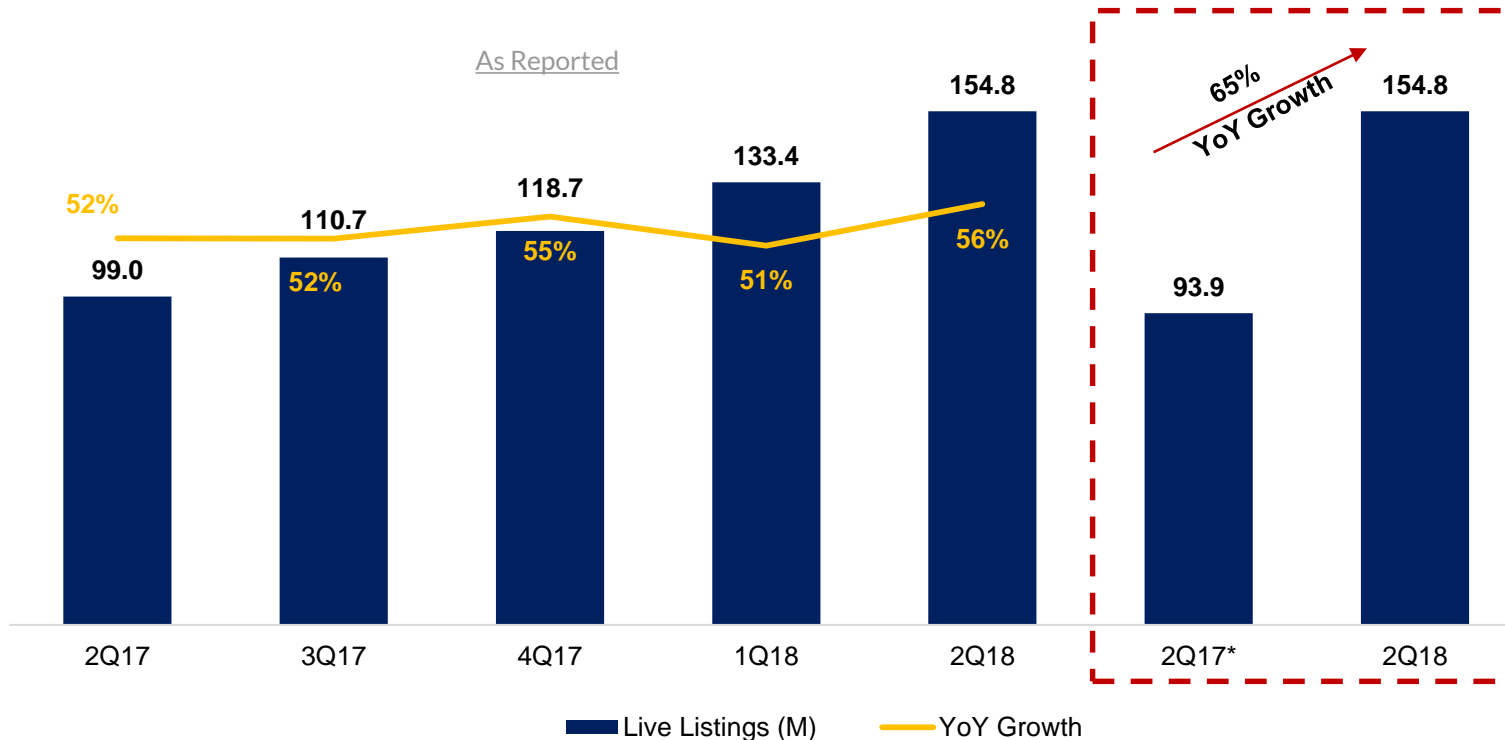


\* Excluding Venezuela    \*\* Mostly driven by changes in Free Shipping Subsidies, Pricing and Trucker Strike effects

# Consolidated



## Live Listings Evolution Driving Consistent Growth in Supply & Assortment

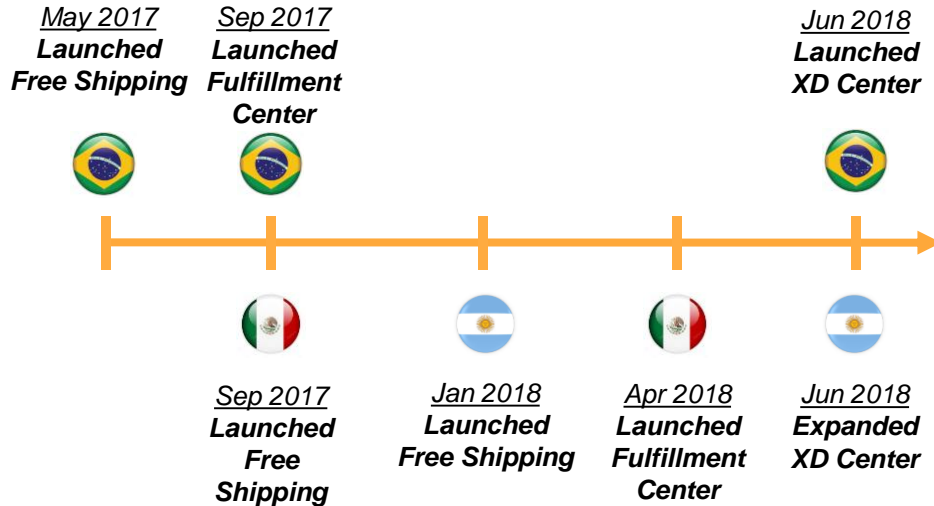


\* Excluding Venezuela

# Gearing Towards Improving Shipping Experience



In less than a year, we took significant steps in the buildout of our own logistics network



## Mexico

- ✓ 98% of shipments delivered within the promised delivery window
- ✓ 78% in less than 48 hours

## Argentina

- ✓ Record high of 40% of shipped volume through our existing cross docking center



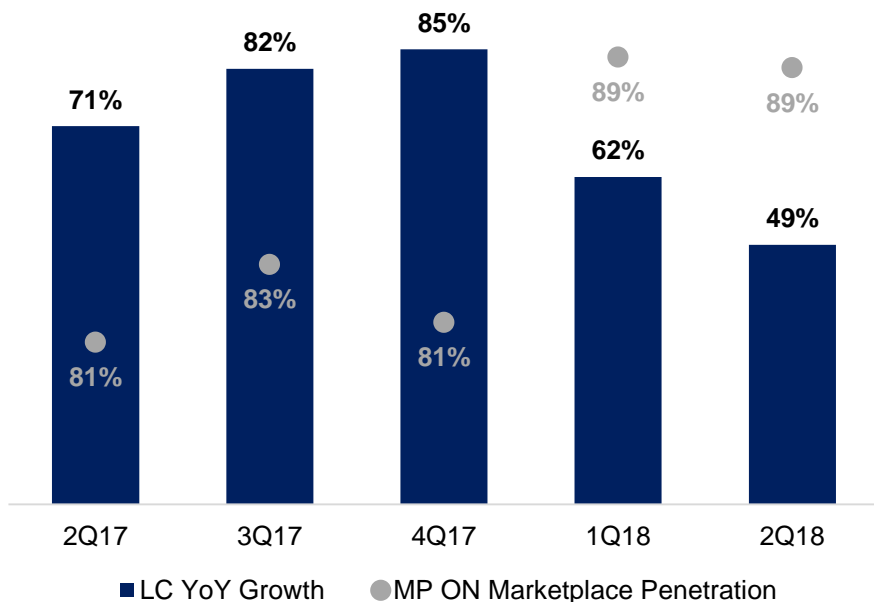
Crossdocking (XD) – The items are shipped within the same day  
Fulfillment – We store the items in our centers and ship them when they are sold

# On Marketplace Payments is a Catalyst for Growth

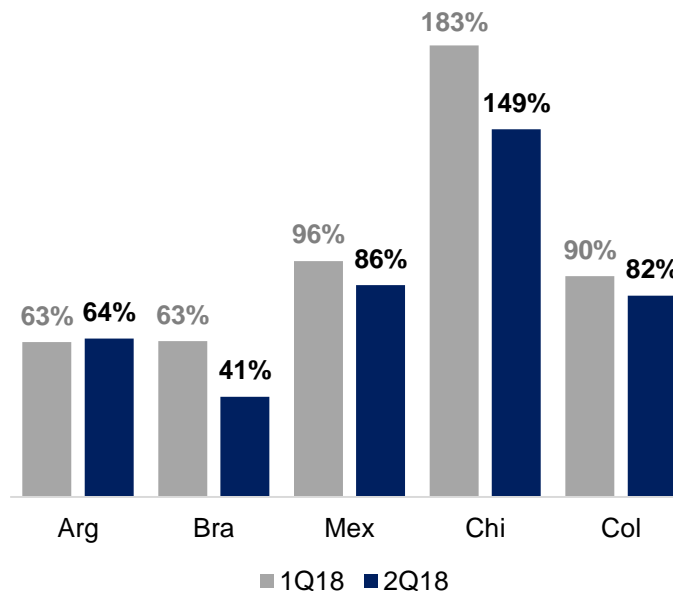


In 2018 ~9 out of 10 items sold on our marketplace were paid for and settled with MercadoPago

### Consolidated TPV ON



### TPV ON Growth by Country (LC)

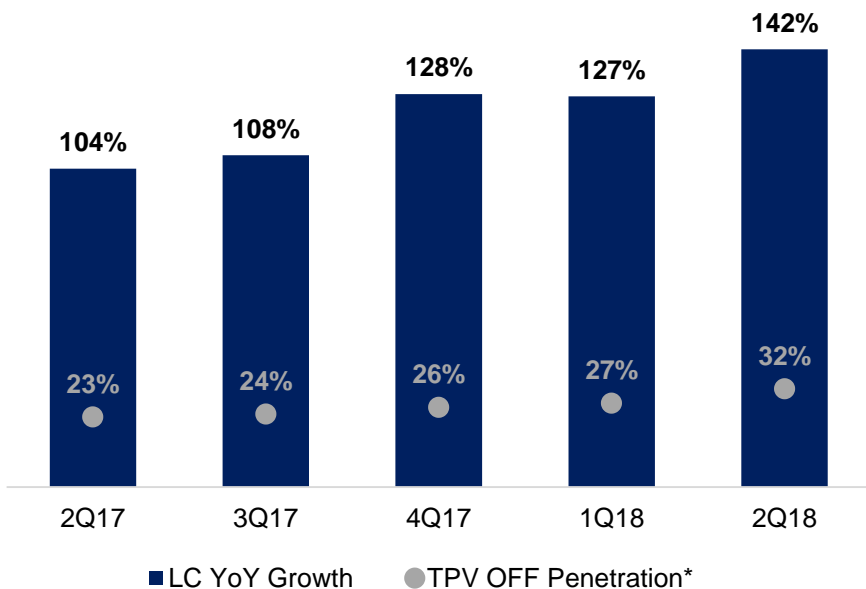


# Excellent Execution in Off Marketplace Payments

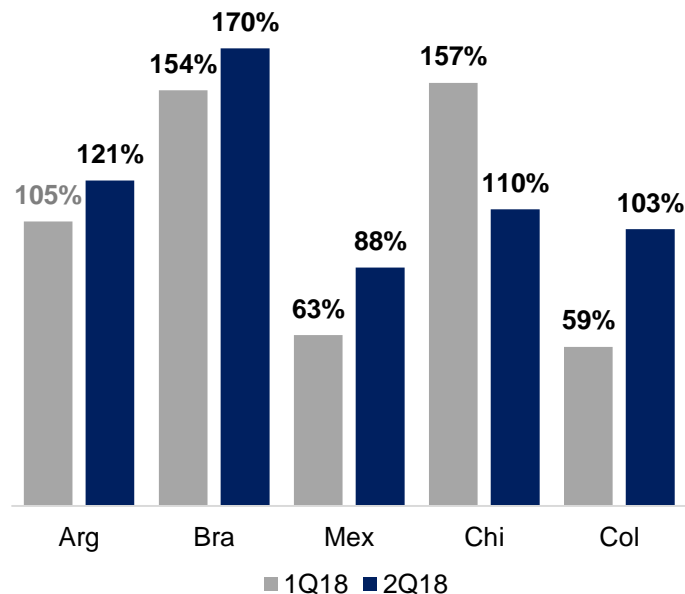


Off marketplace TPV growing ~3x faster then on marketplace TPV

Consolidated TPV OFF



TPV OFF Growth by Country (LC)



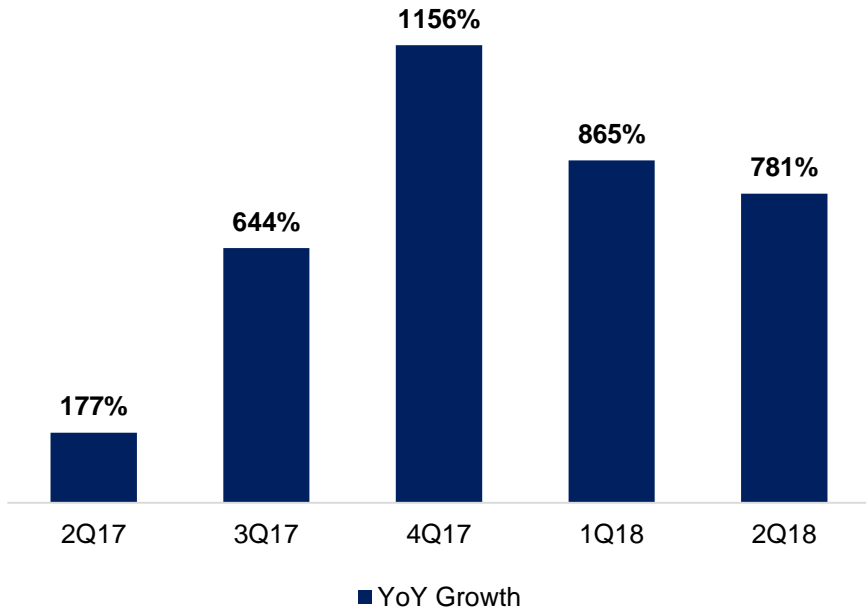
\*TPV OFF as a % of Total TPV

# Making Strides in O2O Initiatives

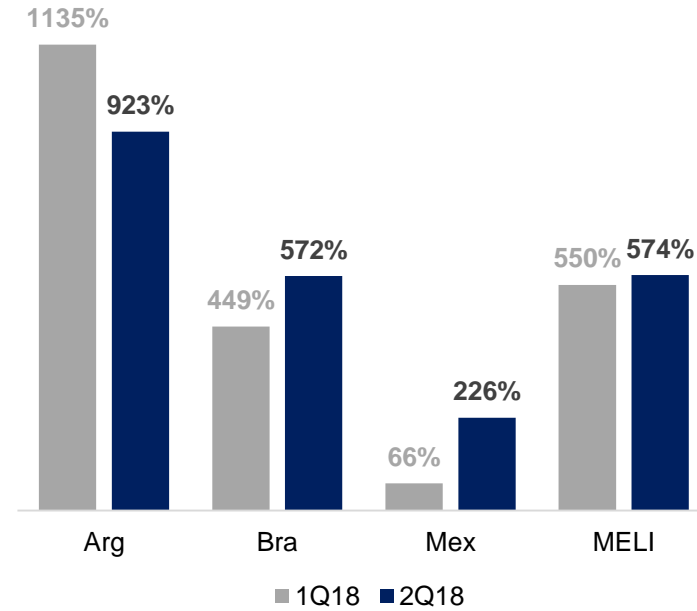


mPos devices sold growing north of 550% in Brazil and Argentina

mPos Devices Sold Growth



mPos TPV FX Neutral Growth

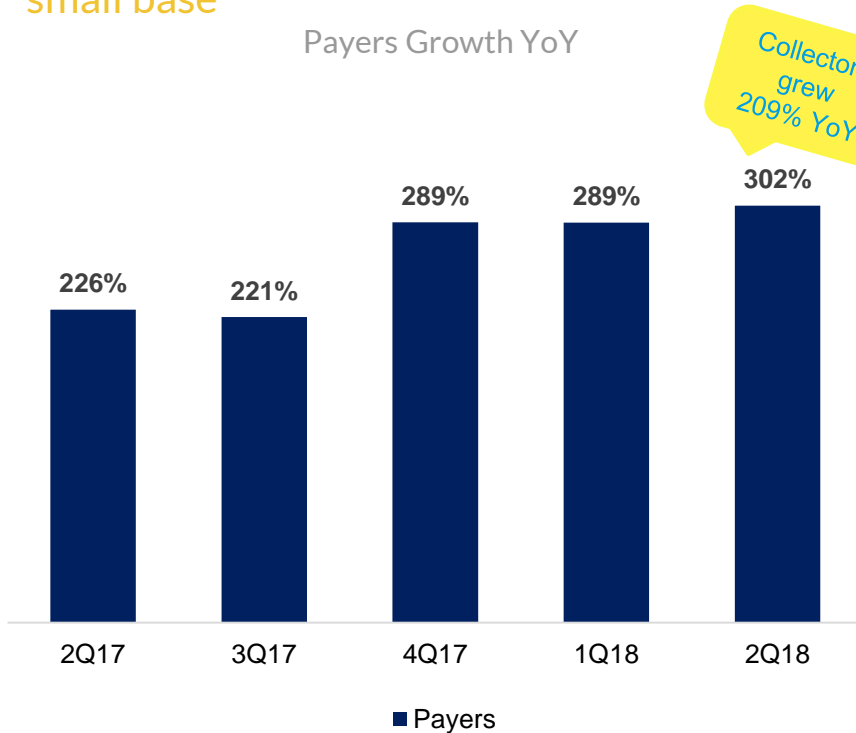


# Growing our Alternative Payments Network

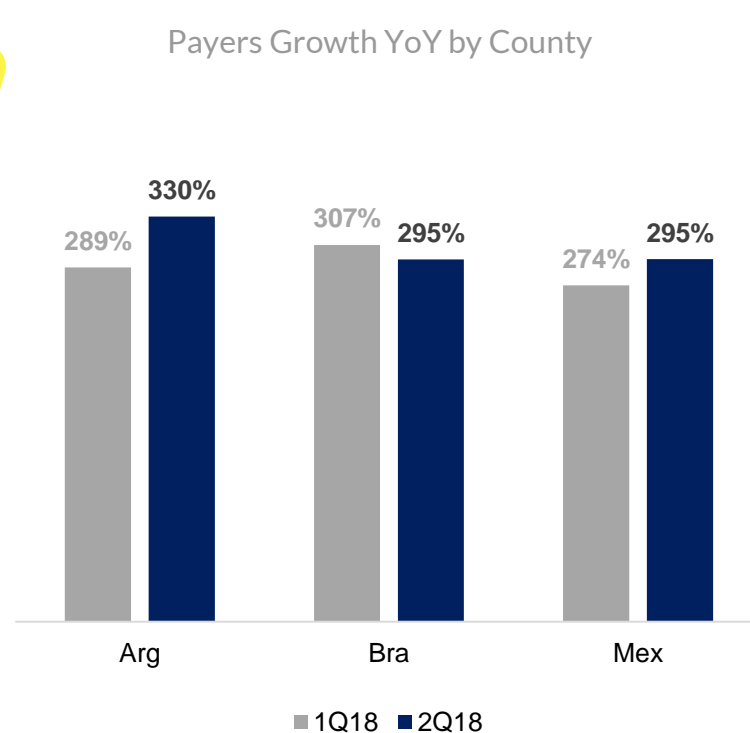


QR Unique payers and unique collectors growing triple digits across the board, albeit from a small base

Payers Growth YoY



Payers Growth YoY by County



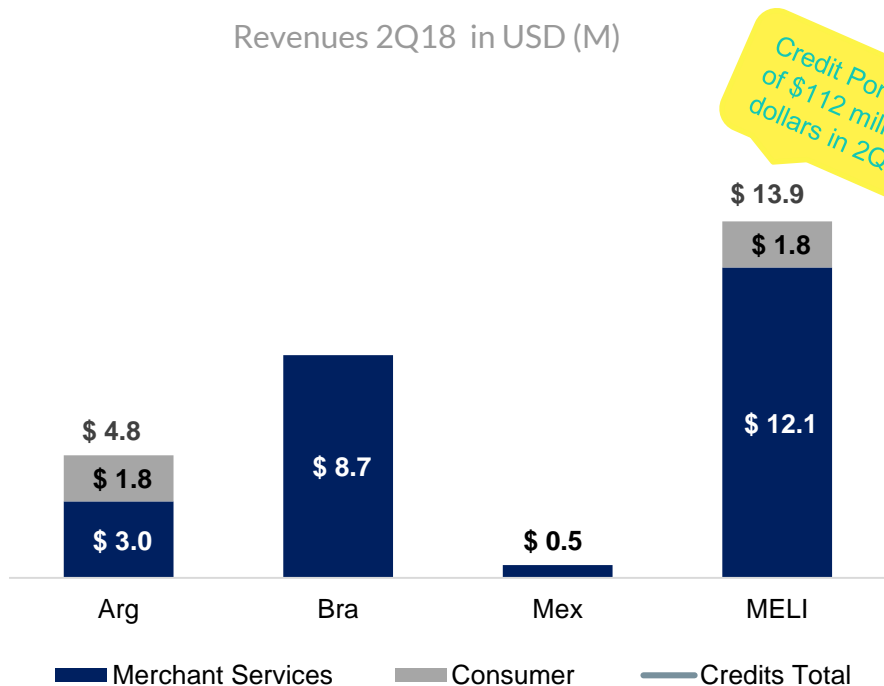


# Empowering Users through Better Credit



In Brazil we began to securitize funding without using our own capital and scale faster depth of selection & assortment. Additionally, launched consumer credit lending business

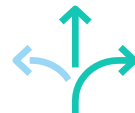
Revenues 2Q18 in USD (M)



Credit Portfolio of \$112 million dollars in 2Q18



✓ Seller/Buyer receives offer



✓ Selects amount and term



✓ Confirms loan

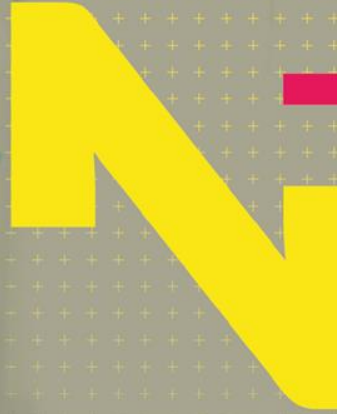


✓ Seller receives the loan instantly in mobile wallet  
✓ Buyer purchases item with MercadoCredito





**mercado  
libre**



# Financial Results

First Quarter 2018 Results

# FASB ASC 606 Pro Forma

Gross Billings (M)			
H1 2017*	H1 2018**	Q2 2017*	Q2 2018**
\$ 590.5	\$ 865.5	\$ 316.5	\$ 432.0

Free Shipping Subsidies (M)			
H1 2017*	H1 2018**	Q2 2017*	Q2 2018**
\$ 36.9	\$ 209.2	\$ 32.6	\$ 96.6

Net Revenues (M)			
H1 2017*	H1 2018**	Q2 2017*	Q2 2018**
\$ 553.6	\$ 656.4	\$ 283.9	\$ 335.4

Gross Billings (M)				
	H1 2017	H1 2018	Q2 2017	Q2 2018
Brazil	\$ 339.8	\$ 546.8	\$ 180.1	\$ 270.5
Argentina	\$ 159.4	\$ 211.9	\$ 88.0	\$ 105.9
Mexico	\$ 35.7	\$ 60.7	\$ 20.2	\$ 31.3
Venezuela	\$ 28.6	\$ -	\$ 14.2	\$ -
Others	\$ 26.9	\$ 46.1	\$ 14.1	\$ 24.3

Free Shipping Subsidies (M)				
	H1 2017	H1 2018	Q2 2017	Q2 2018
Brazil	\$ 22.9	\$ 166.8	\$ 22.9	\$ 74.7
Argentina	\$ -	\$ 9.9	\$ -	\$ 5.7
Mexico	\$ 13.6	\$ 26.1	\$ 9.4	\$ 13.8
Venezuela	\$ -	\$ -	\$ -	\$ -
Others	\$ 0.4	\$ 6.4	\$ 0.4	\$ 2.4

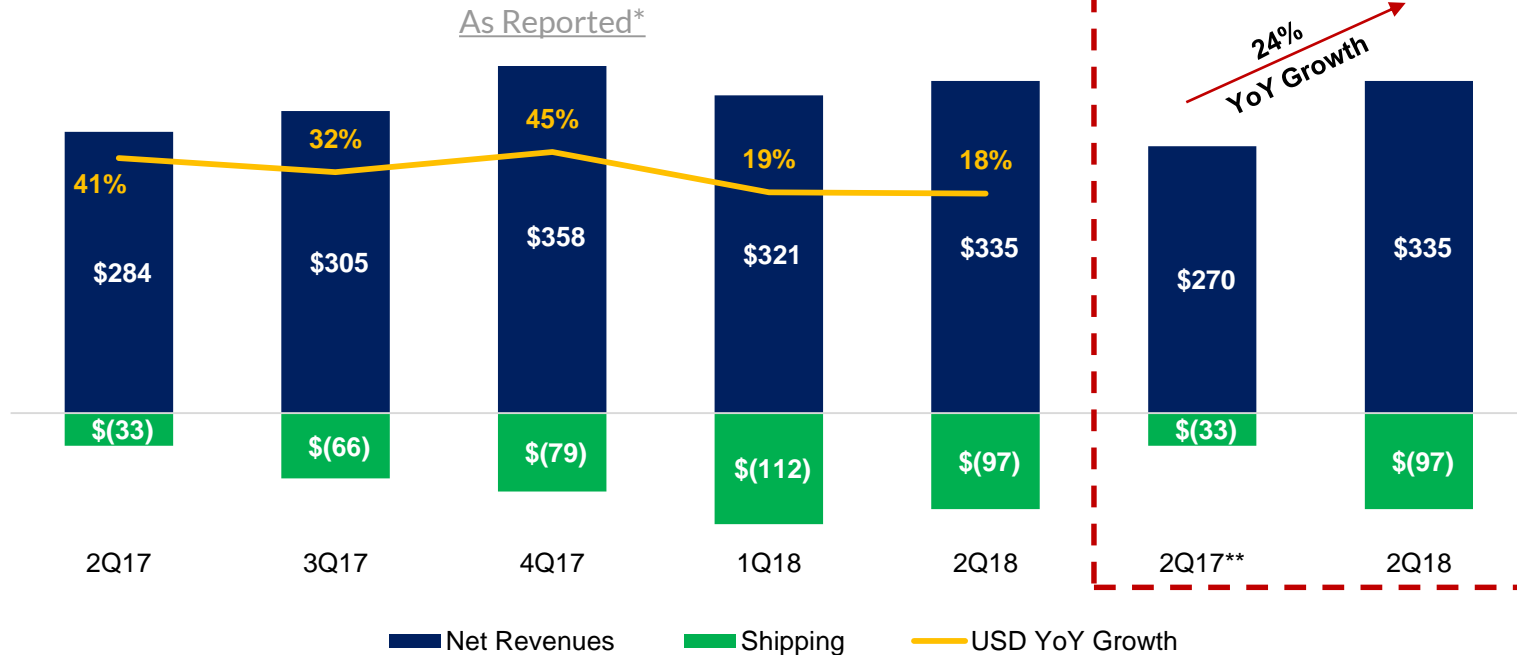
Net Revenues (M)				
	H1 2017*	H1 2018**	Q2 2017*	Q2 2018**
Brazil	\$ 316.9	\$ 380.0	\$ 157.2	\$ 195.8
Argentina	\$ 159.4	\$ 202.0	\$ 88.0	\$ 100.1
Mexico	\$ 22.1	\$ 34.6	\$ 10.8	\$ 17.5
Venezuela	\$ 28.6	\$ -	\$ 14.2	\$ -
Others	\$ 26.5	\$ 39.7	\$ 13.8	\$ 21.9

\*As Recast \*\*As Reported



# Consolidated Net Revenues

Revenues per Quarter (M)



\* Balances are adjusted to the adoption of ASC 606 \*\* Excluding Venezuela

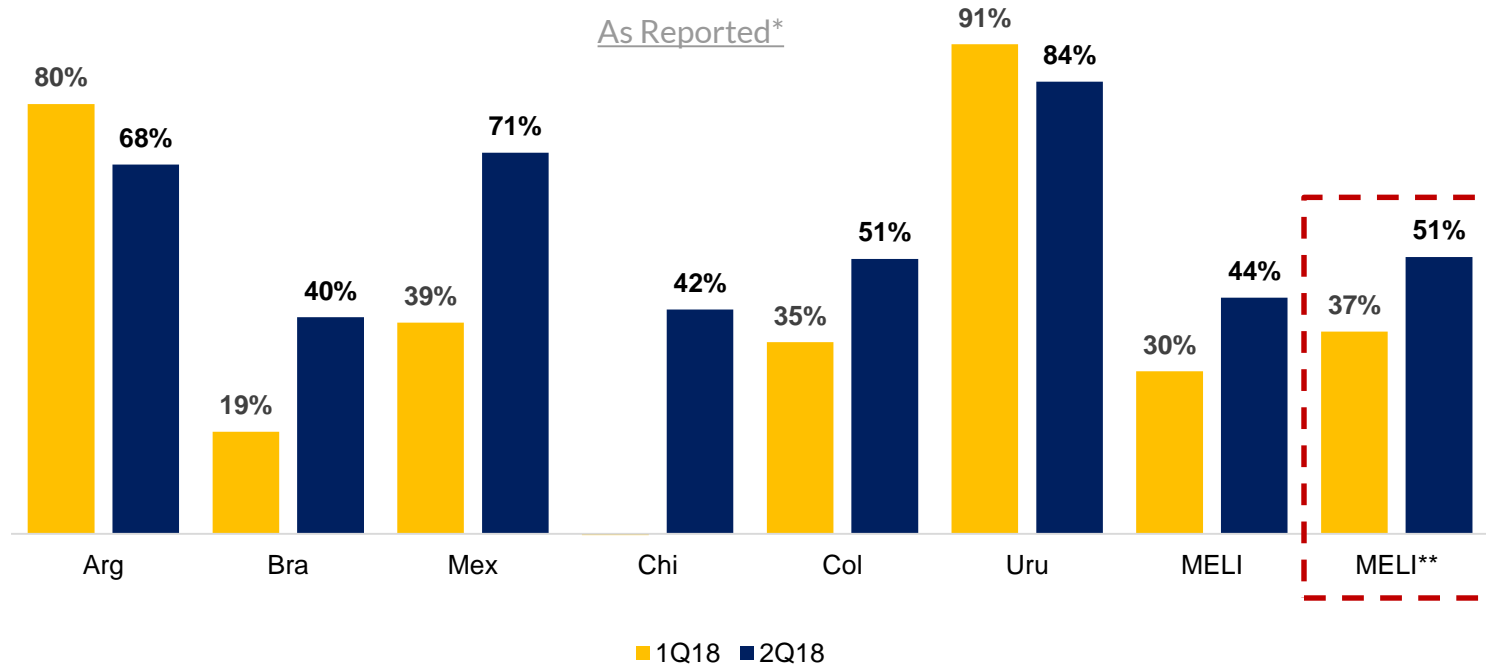


# By Country

## Net Revenues

LC Revenue Growth

As Reported\*

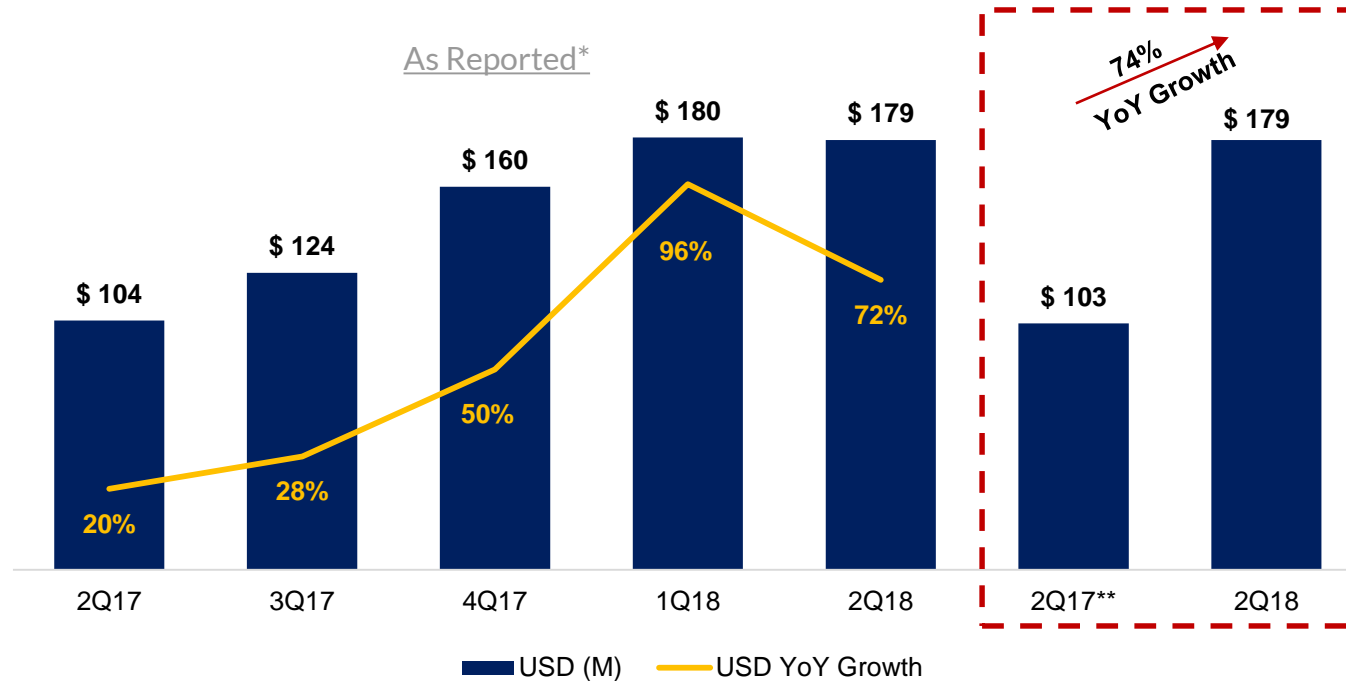


\* Balances are adjusted to the adoption of ASC 606 \*\* Excluding Venezuela



# Consolidated

## Non-Marketplace Revenue Breakdown



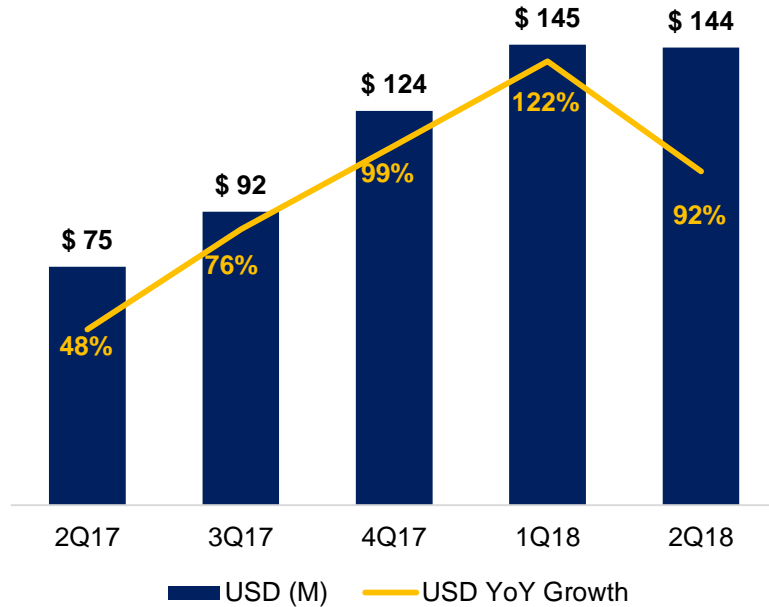
\* Balances are adjusted to the adoption of ASC 606 \*\* Excluding Venezuela



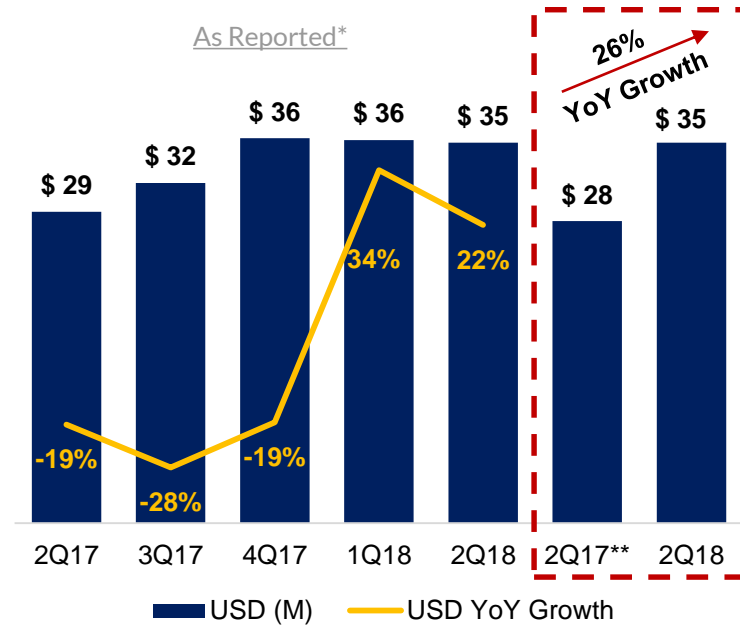
# Consolidated

## Non-Marketplace Revenue Breakdown

Payments Revenues

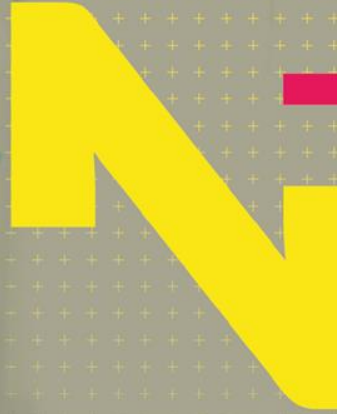


Other Revenues



\* Balances are adjusted to the adoption of ASC 606 \*\* Excluding Venezuela

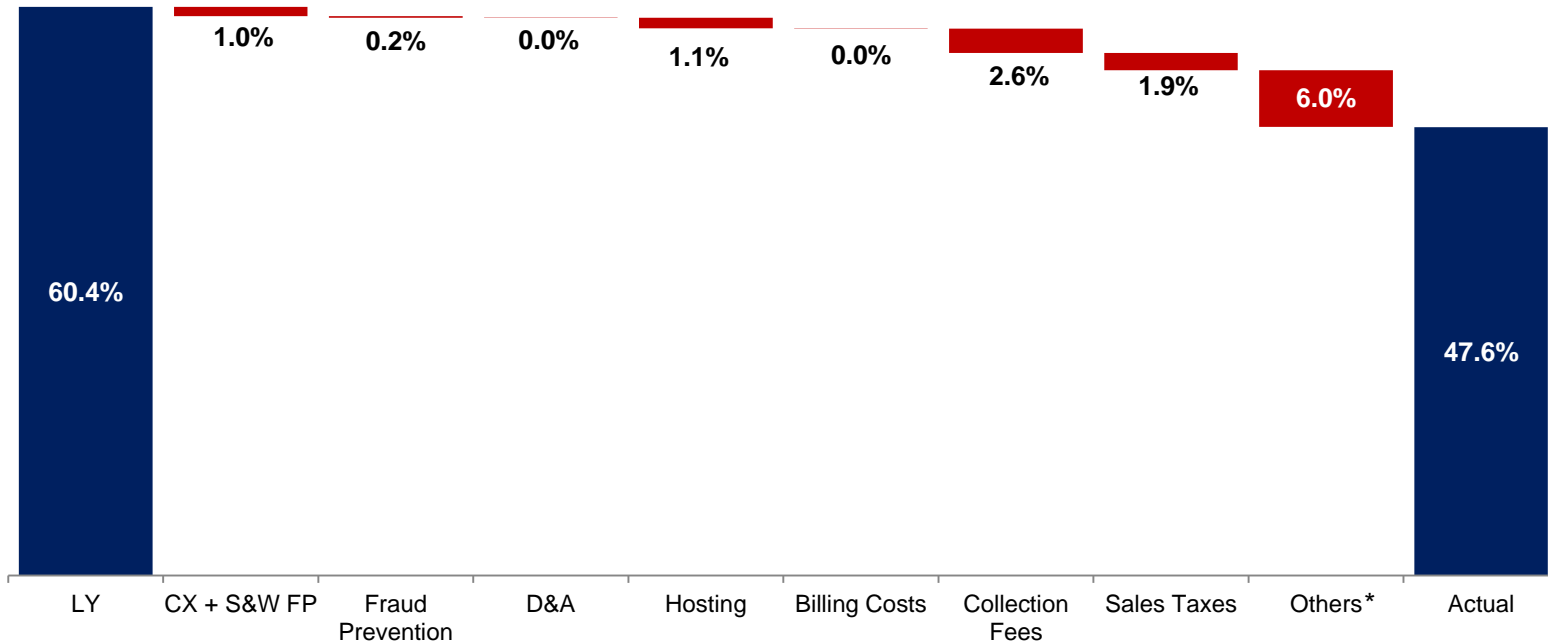




# Margin Structures

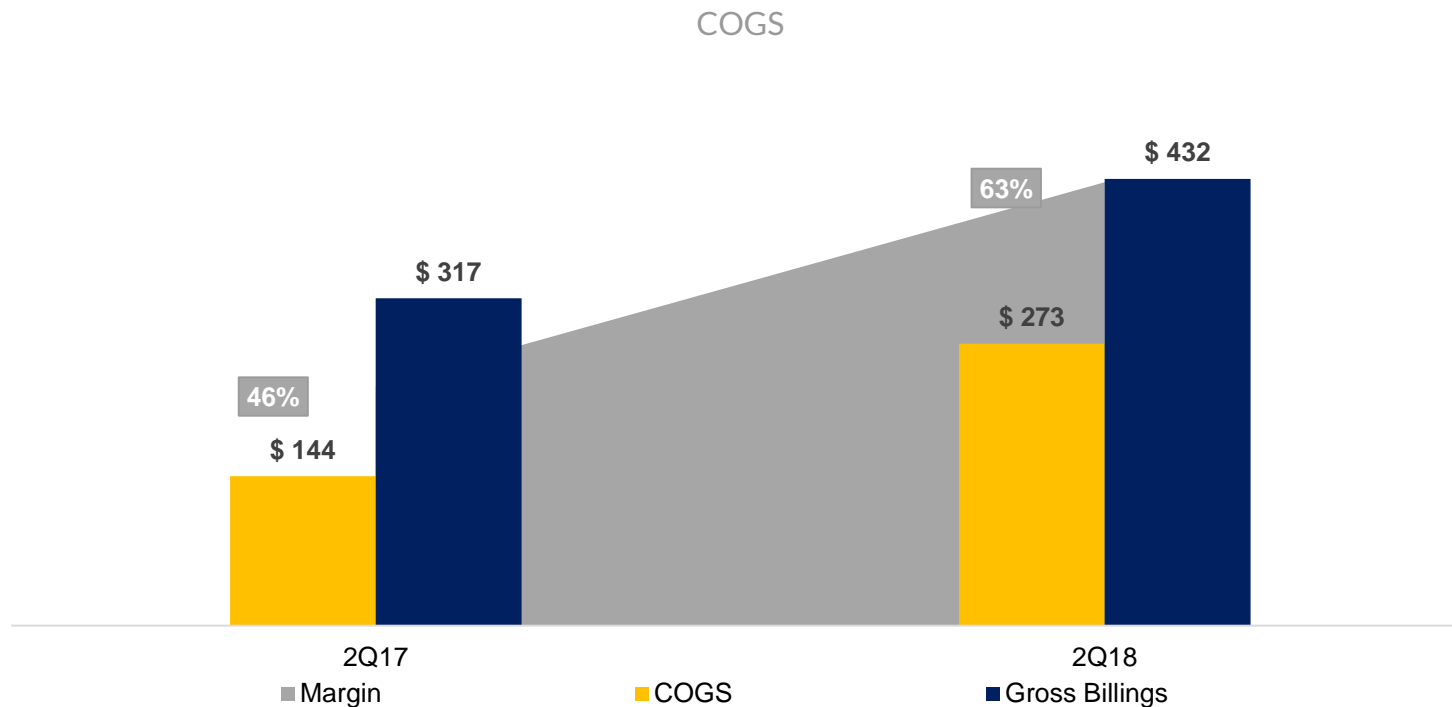
First Quarter 2018 Results

# Q2 2018 Gross Margin vs. Last Year

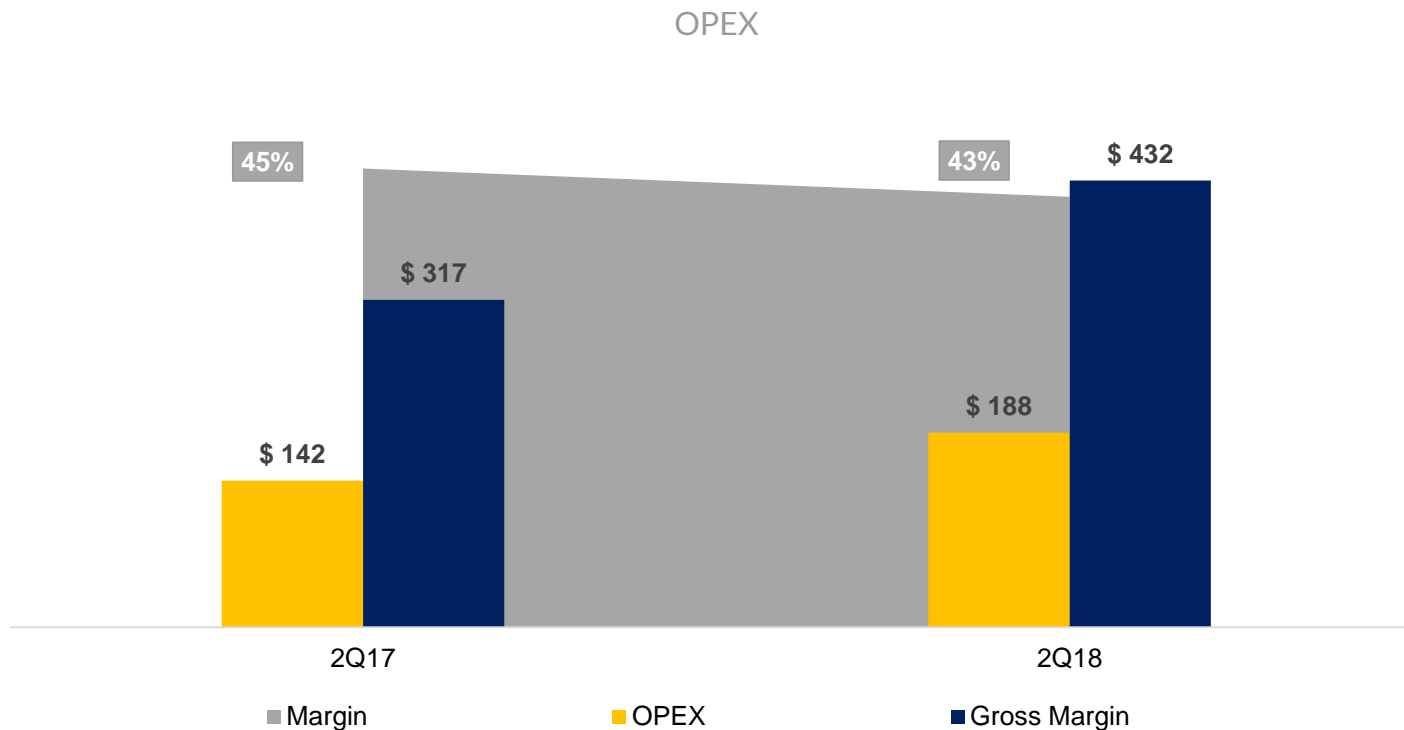


\*Others includes: Cost of mPos sales (-311bps), Debit and Credit Taxes (74bps), mPos shipping cost (-149bps) and other COGS (-216bps)

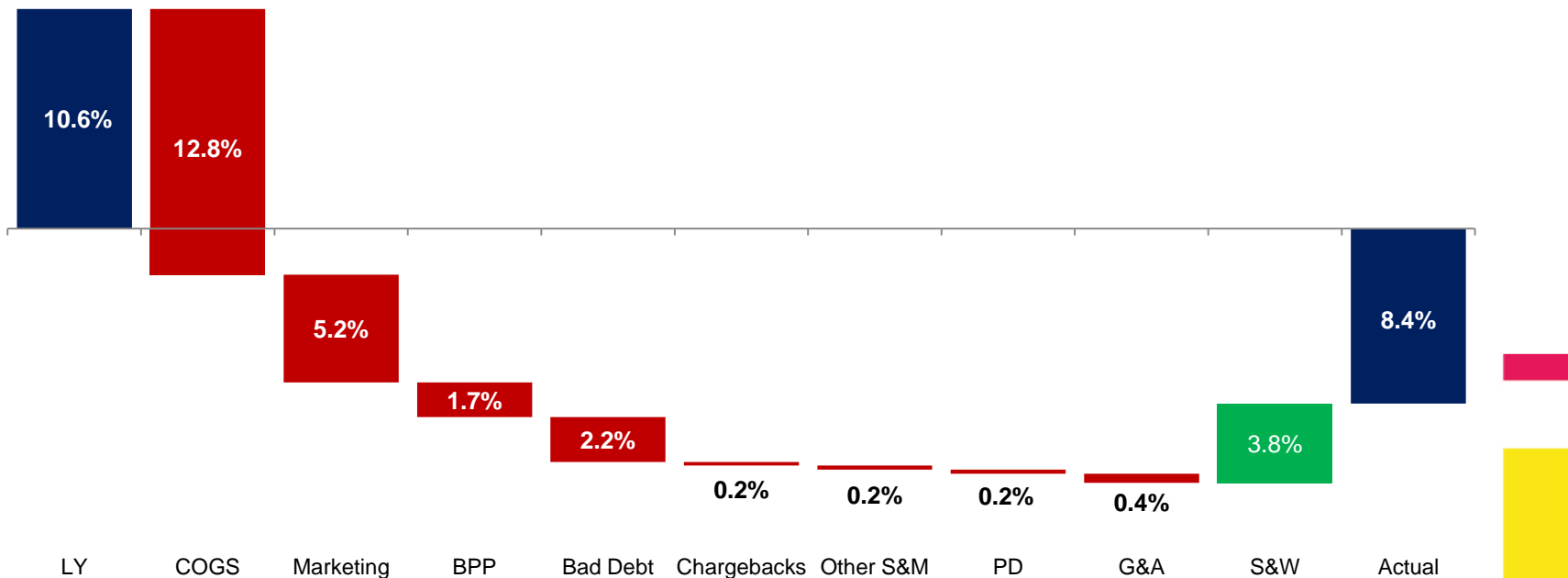
# Q2 2018 Gross Billings Margins vs. Last Year



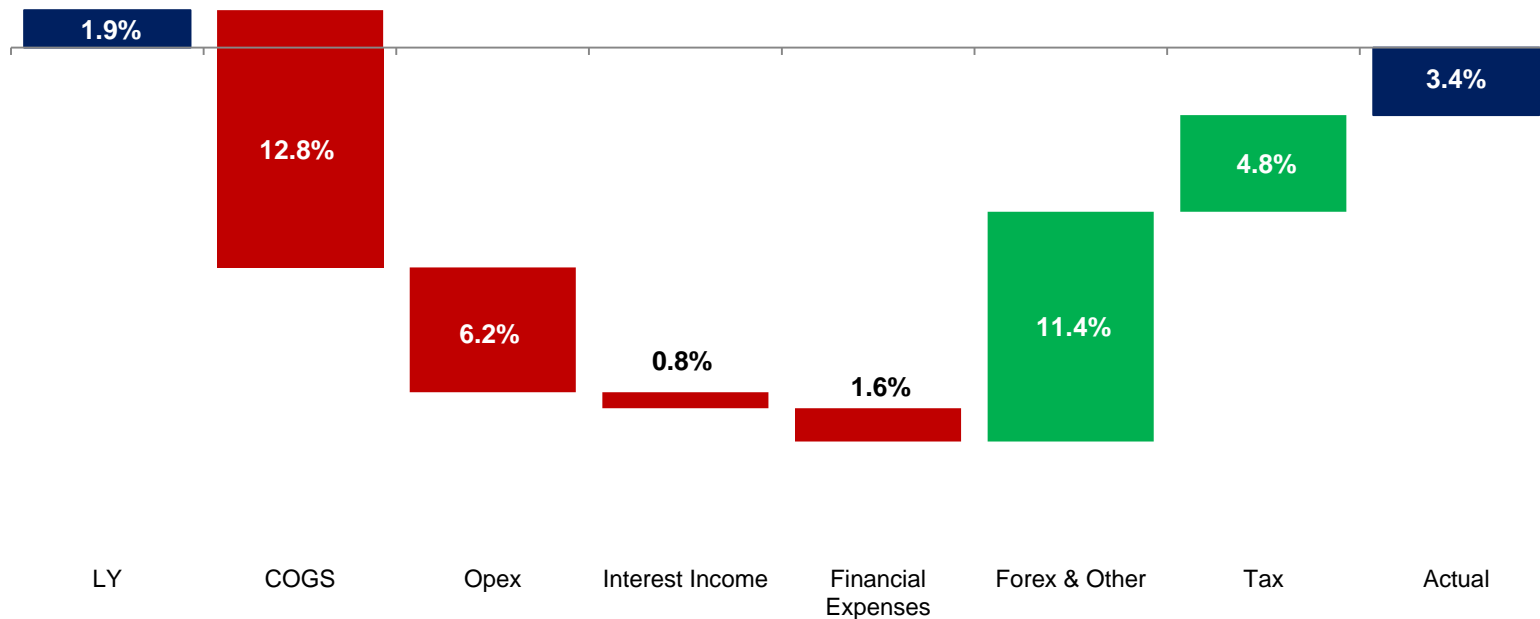
# Q2 2018 Gross Billings Margins vs. Last Year



# Q2 2018 EBIT Margin vs. Last Year



# Q2 2018 Net Income Margin vs. Last Year





**mercado  
libre**



Q&A

Second Quarter 2018 Results