

February
2015



**mercado
libre**

Fourth Quarter 2014 Results

Investor Relations



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-K 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 fourth quarter 2014 earnings press release available on our investor relations website

All of the information included in this presentation is updated as of February 25th, 2015. Except as may be required by applicable law, we assume no obligation to publicly update or revise our statements.



Q4 2014 Highlights



Key Trends

- Fast-paced adoption of enhanced services in payments, shipping, logistics, and advertising
- >100M items sold on the platform, >46M transactions through MercadoPago, >15M items shipped in 2014
- Revenues grew 20% YoY in USD in Q4 (40% ex Venezuela), despite currency headwinds
- Accelerating marketplace revenues (115% in LC, 60% ex Venezuela) in Q4



Continued progress on strategic initiatives

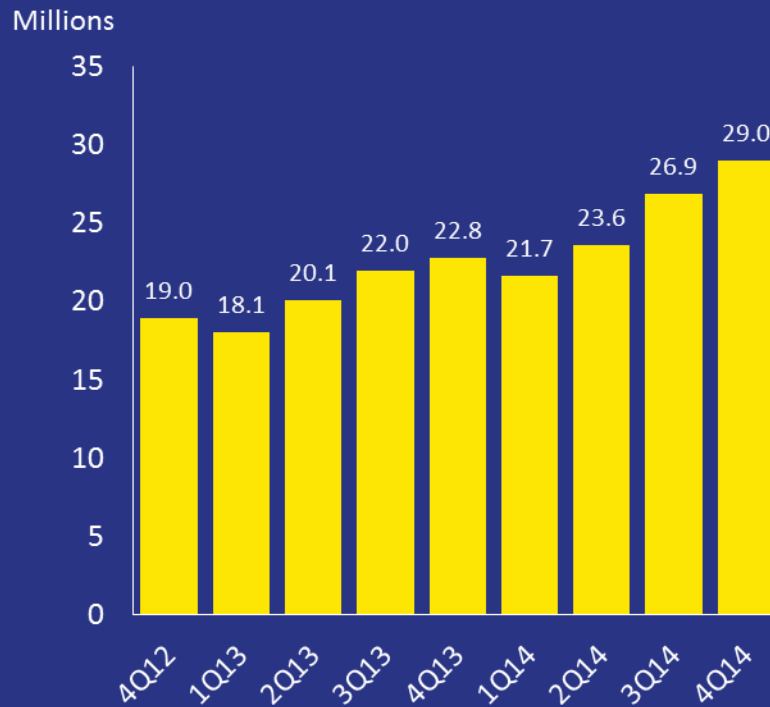
- Brazil's on-platform payments increased penetration by 30 percentage points of GMV year over year, driven by high adoption of interest-free listings
- Shipped 35% of Brazil's sold items and 14% in Argentina in the quarter
- Mexico's ecosystem enhanced by the launch of our shipping solution and interest-free financing listing type
- Mobile commerce increasing penetration of GMV and driving new users; new Mobile Payments products introduced in the quarter
- Large brands increasingly adopting our platform as the OS of e-commerce, with 545 Official Stores live on our site by year-end
- Ongoing efforts in Customer Experience translated into NPS gains



Core Operating Metrics

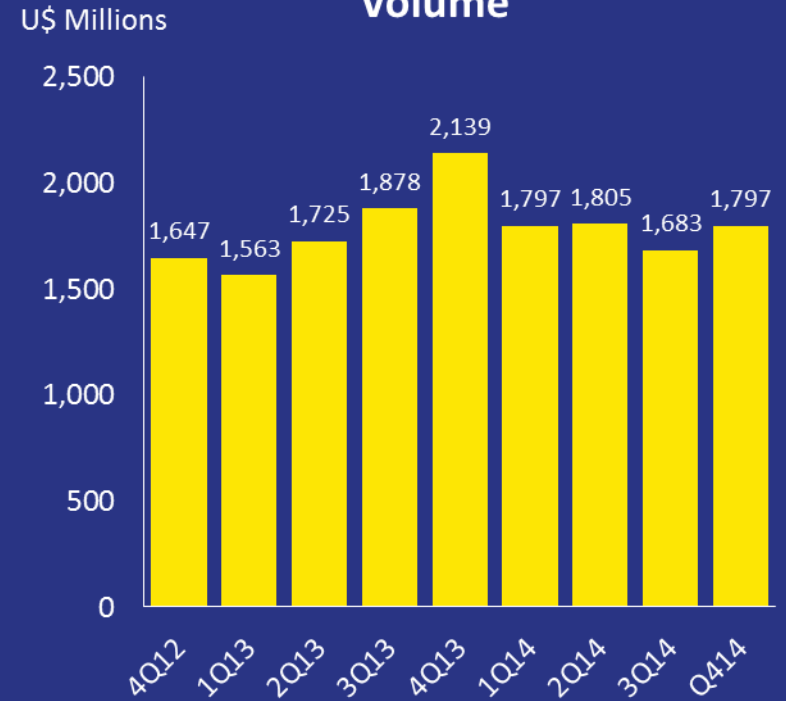


Items Sold



YoY Growth	4Q12	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14	3Q14	4Q14
	19%	20%	27%	25%	20%	20%	18%	22%	27%

Gross Merchandise Volume



YoY Reported USD growth	4Q12	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14	3Q14	4Q14
	14%	18%	33%	31%	30%	15%	5%	-10%	-16%
YoY Constant USD growth	21%	30%	45%	49%	49%	58%	67%	79%	85%

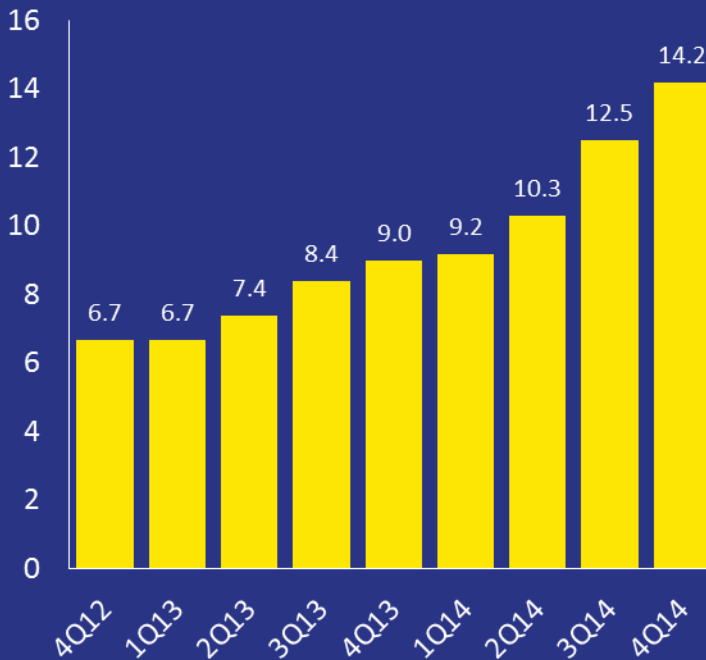


Payments Operating Metrics



Total Payment Transactions

Millions

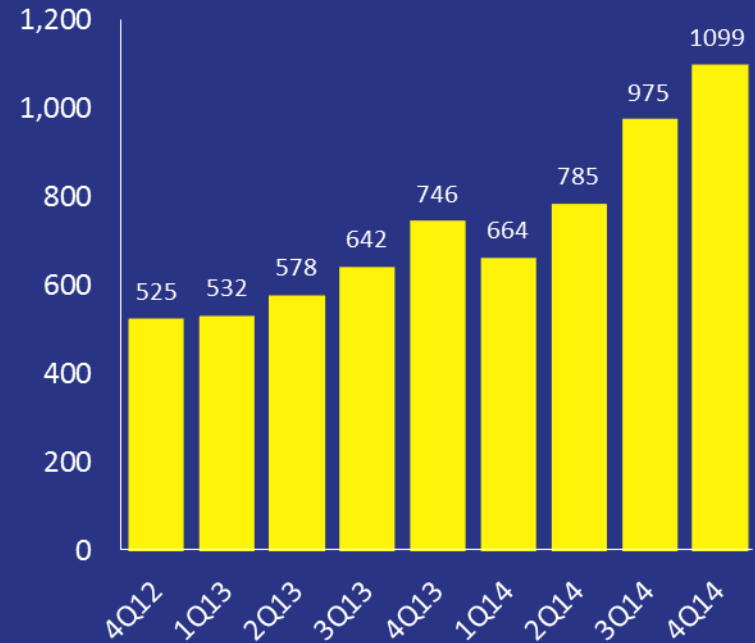


YoY Growth

43% 38% 35% 32% 34% 36% 40% 49% 58%

Total Payment Volume

U\$ Millions



YoY Reported USD growth

30% 44% 40% 34% 42% 25% 36% 52% 47%

YoY Constant USD growth

47% 62% 54% 55% 66% 64% 77% 99% 107%

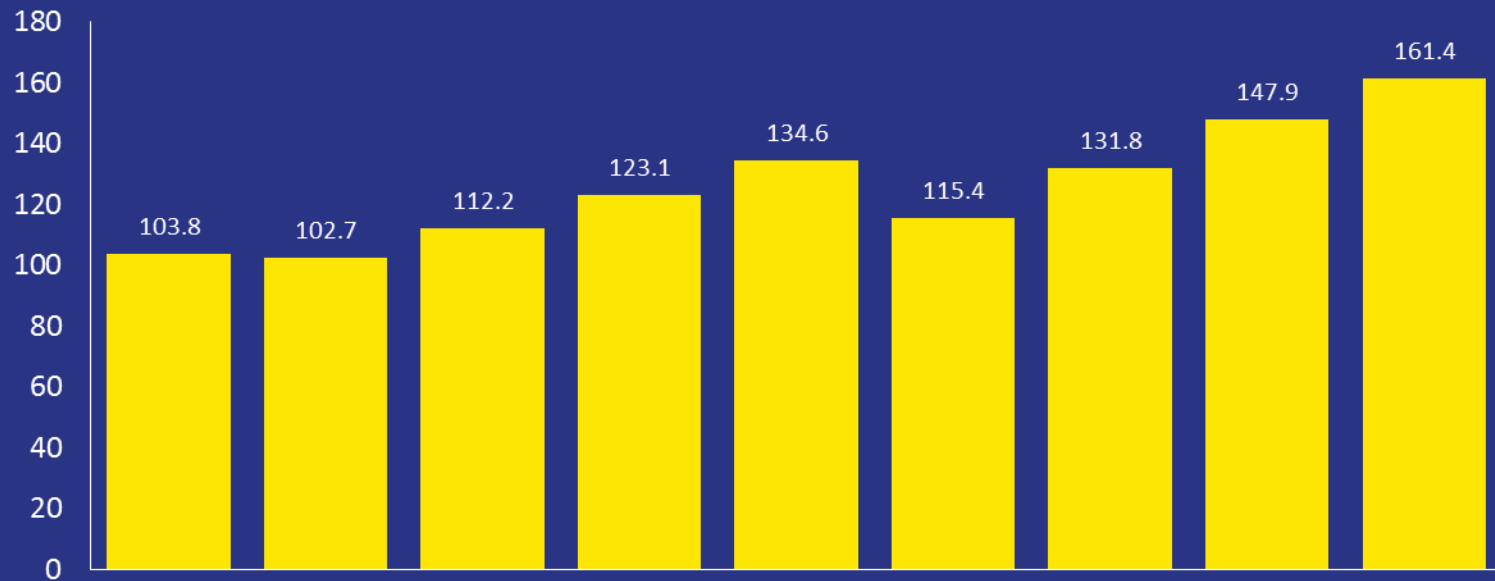


Net Revenues



Net Revenues

U\$ Millions



YoY Reported
USD Growth

Quarter	4Q12	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14	3Q14	4Q14
YoY Reported USD Growth	20%	23%	26%	27%	30%	12%	18%	20%	20%
YoY Constant USD Growth	37%	36%	38%	45%	50%	50%	66%	89%	109%

YoY Constant
USD Growth

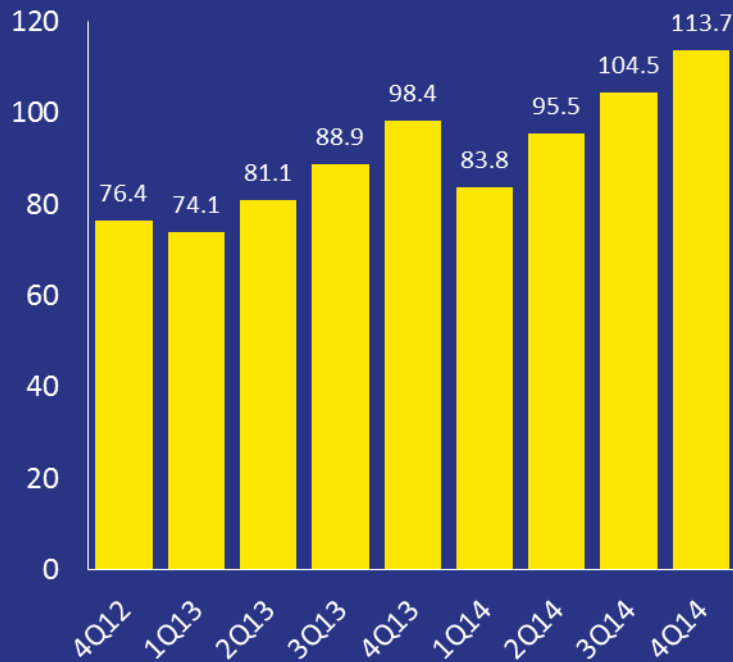


Gross Profit & EBIT



Gross Profit

U\$ Millions

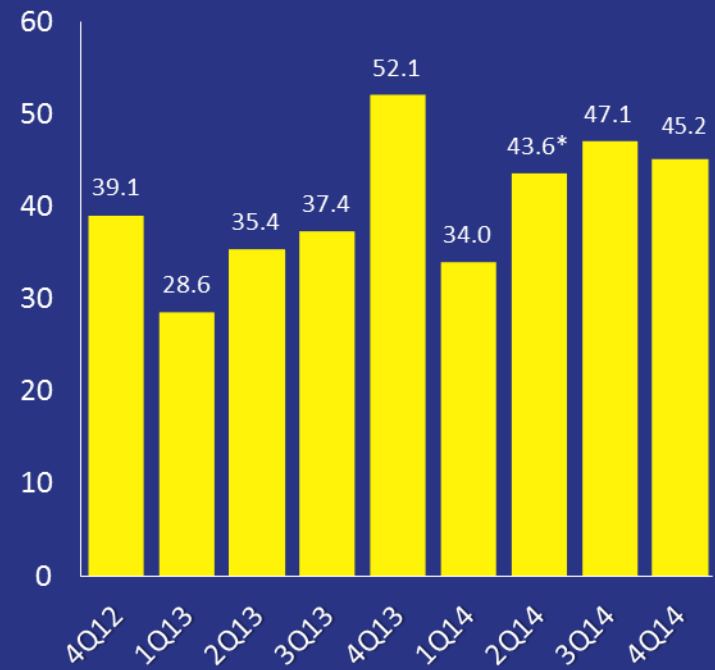


Gross Margin

74% 72% 72% 72% 73% 73% 72% 71% 70%

EBIT

U\$ Millions



EBIT Margin

38% 28% 32% 30% 39% 29% 33%* 32% 28%

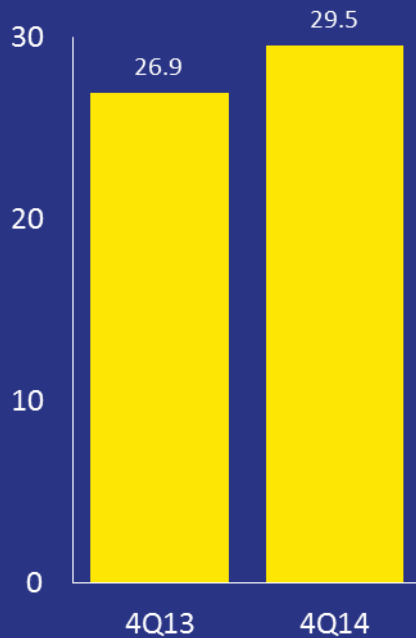
* Adjusted measures, excluding one time effects of Venezuela devaluation in 2Q14.

COGS & OPEX



COGS

% of Revenues

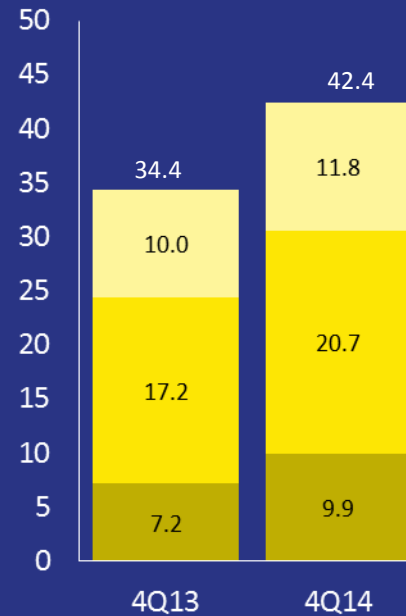


YoY change:

- +194 bps from a tough comp in sales tax
- +162 bps of collection fees for MP
- -85 bps of scale in customer support and site operations

OPEX

% of Revenues



YoY change:

- +141 bps of increase in Long Term Retention Plan
- +389 bps of customer acquisition and retention
- +84 bps of Buyer Protection Program
- -149 bps of improvements in chargebacks and bad debt
- +98 bps from salaries
- +75 bps from Long Term Retention Plan
- +91 bps of technology consulting and related services

■ General & Administrative ■ Sales & Marketing ■ Product Development

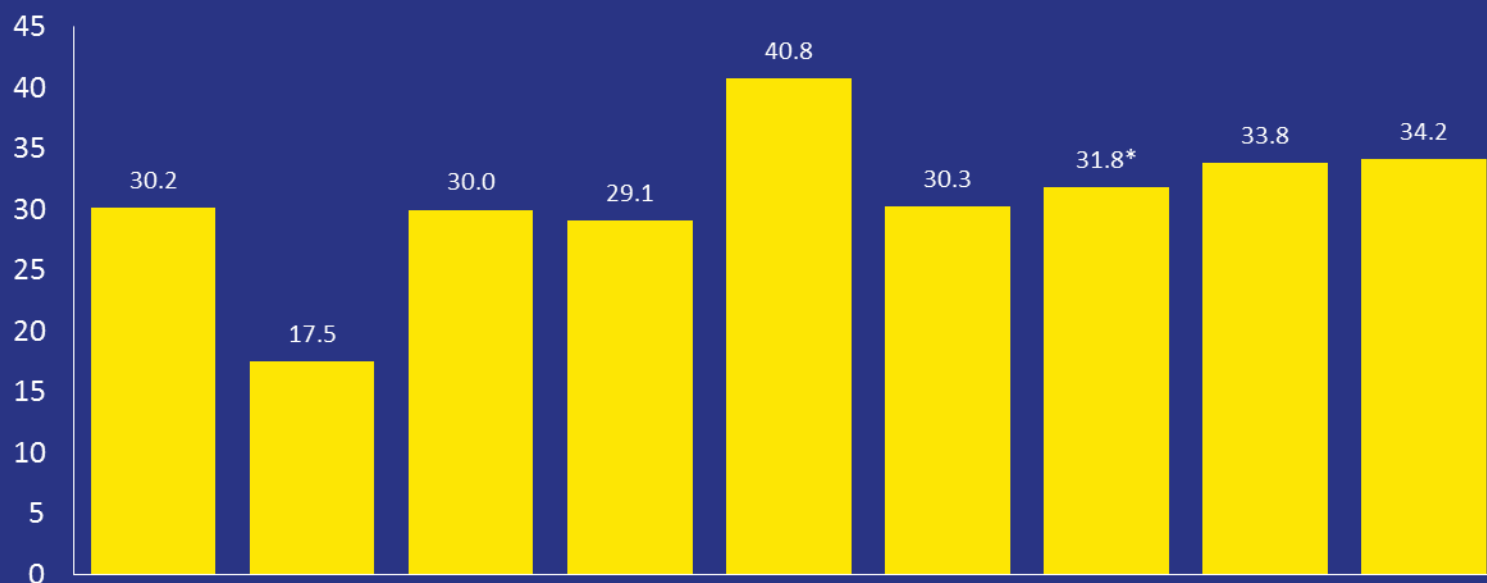


Net Income & EPS



Net Income

U\$ Millions



	4Q12	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14	3Q14	4Q14
Net Income Margin	29%	17%	27%	24%	30%	26%	24%*	23%	21%
EPS	0.59	0.69	0.40	0.67	0.66	0.69	0.72*	0.76	0.76

* Adjusted measures, excluding one time effects of Venezuela devaluation in 2Q14.

