

SHEDULL

Mercado Libre & Market Players

Autoparts Latam

Product Content



2

Meli & & Market Players



WE ARE
ECOMMERCE
& FINTECH #1
Latam

If **Mercado Libre** were a country, it would be the **2nd largest in Latin America**



214 M

1°



145 M — Unique users

2°



126 M

3°



51 M

4°



45 M

5°

e-Commerce



Our ecosystem

18 Operation **8** Countries

+58.000
Employees

NASDAQ

Since 2007 / NASDAQ100

Fintech



A source that is **unique and powerful**

In **1 SEC:**



45

purchases

315

transactions

2

Autoparts Latam



How does the autoparts demand behave on Mercado Libre?

+45

MILLIONS

**Users Looking for Cars
and Parts per year**

+20

MILLIONS

Buyers of Parts per year

70%

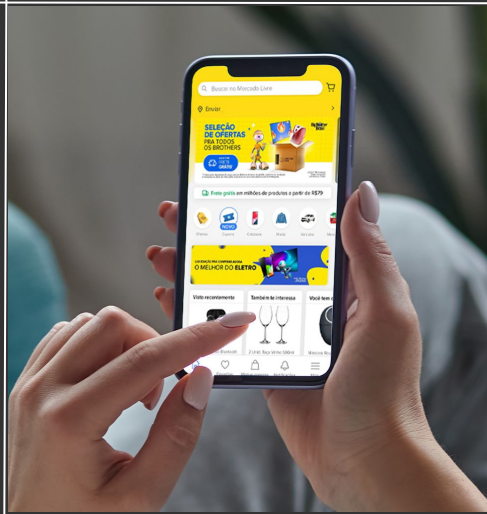
OF SEARCHES

**In vehicles more than
10 years old**

+80

MILLIONS

Products Sold per year

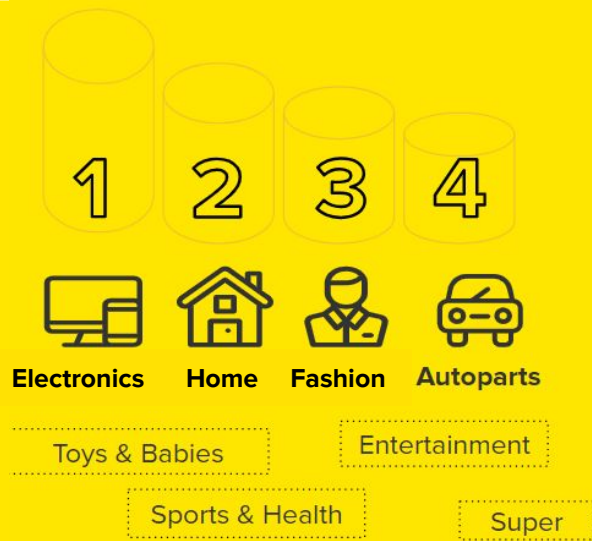


32%

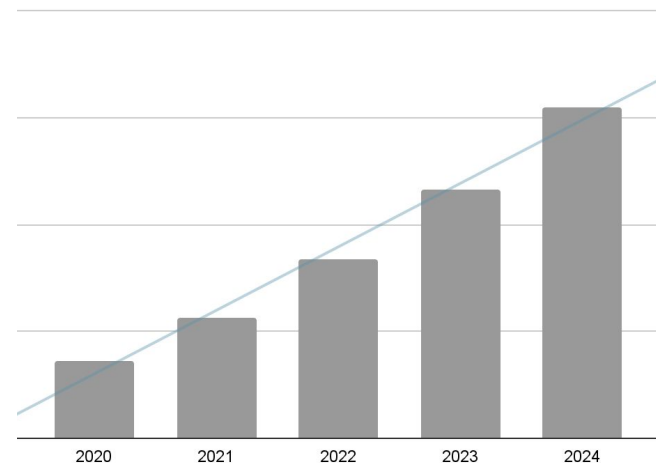
OF PURCHASES

**Are Made by
Professional Users**

Auto parts is the 4th largest category in sales on Mercado Libre and presents exponential growth



Autoparts Category exponential Growth



4

Product Content



BRAND Commercial Strategy

**Content Management
& Catalogue**



Content Management & Catalogue

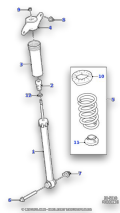
Brands invest significant resources and considerable time to **meticulously curate** how their products are presented in the **offline market**.



Packaging Design



Catalog & technical material design, print & distribution.



Product Engineering



POS Material design, manufacture & distribution.



Advertising

With over 140 M active users, MeLi became one of the most important shop windows in the region in which **your products are being sold without your support**

Why don't we do the same online?

Content Management & Catalogue



Why don't we do the same online?

Content Management & Catalogue

¿How do you want your products to be seen online?

Seller created

Nuevo
Amortiguador Fiat Duna 1.4/1.6/1.3d/1.7d Weekend /uno Trasero

\$59,355.62
Cuota Simple en 6 cuotas de \$13,000.00

Llega gratis el martes
Más formas de entrega

Devolución gratis
Tienes 30 días desde que lo recibís.
Conocer más.

No sabemos si es compatible con tu vehículo Chevrolet Cruze II 2020 1.4 11.5L.
Cambiar vehículo

Ver compatibles Preguntar

⊗ Bad Picture Quality and background

⊗ Bad Title

⊗ No compatibilities

Características del producto

Características principales

Número de pieza	6103 6104 □□ 315138 315139
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Otros

Tipo de vehículo	Auto/Camioneta
Posición	delanteros
Lado	Izquierdo/Derecho

⊗ Incomplete technical specifications

Brand Managed

✔ Good picture quality with blank white background that **enhances product features**

✔ Complete **product title**

✔ Compatibilities that allow the buyer to have **more confidence buying and increases conversion by 28% average.**

✔ Complete **tech specs** that help the buyer decide if it's the right product

Nuevo 1 - 45 vendidos
Kit X2 Amortiguador Delantero Chevrolet Cruze II (2016/2020) | Compatible con Chevrolet Cruze II

Comparte con tu vehículo

\$113,590
en 6 cuotas de \$30,086.67

Ver las formas de pago

Llega gratis el viernes
Más formas de entrega

Devolución gratis
Tienes 30 días desde que lo recibís.
Conocer más.

Es compatible con tu vehículo Chevrolet Cruze II 2020 1.4 12.153V
Cambiar vehículo

Stock disponible

Productos relacionados

Características del producto

Características principales

Marca	Corven
Número de pieza	34157
Modelo del amortiguador	52

Otros

Tipo de vehículo	Auto/Camioneta
Posición	Trasero
Tipo de composición	Con gas
Largo extendido	562 cm
Largo comprimido	368 cm
Largo del cuerpo	362 mm
Tipo de anclaje superior	estructura
Tipo de anclaje inferior	estructura

Content Management & Catalogue

¿How's the content supply chain nowadays?



Brands generate **offline content** of their products that is **not easily available for sellers to use** in an ecommerce platform.

Multiple sellers create multiple & different listings based on the available information **which can be incorrect or far from brand guidelines**, taking their own photos and defining the specifications.

Buyers search for the product they need but are either **unable to find the correct product** or they are **uncertain if it will fit their vehicle**.

This results in:

- **Less brand portfolio** available as sellers have to do all the heavy lifting in order to list a new SKU
- **Less sellers** listing brands portfolio
- Buyers have **uncertainty** of the products they are buying **resulting in claims and bad experiences**
- **Fewer available assortment** for the buyers & **less competition**

CONTENT MANAGEMENT

Towards Market Share Growth : Selection Strategy

Content Democratization

Brands

Brands can help sellers list the products in the platform by **helping them with pictures, compatibilities, titles & tech specs.**



Sellers

Sellers **list more brand products**, skipping photo-taking and **relying on brand expertise.**

 POSITIONING

10X

 CONVERSION

+20%

 EXPERIENCE

+7pp
NPS

Brand's content potential reach

over 160k

VS
(avr 12k sellers 2024)

POTENTIAL SELLERS

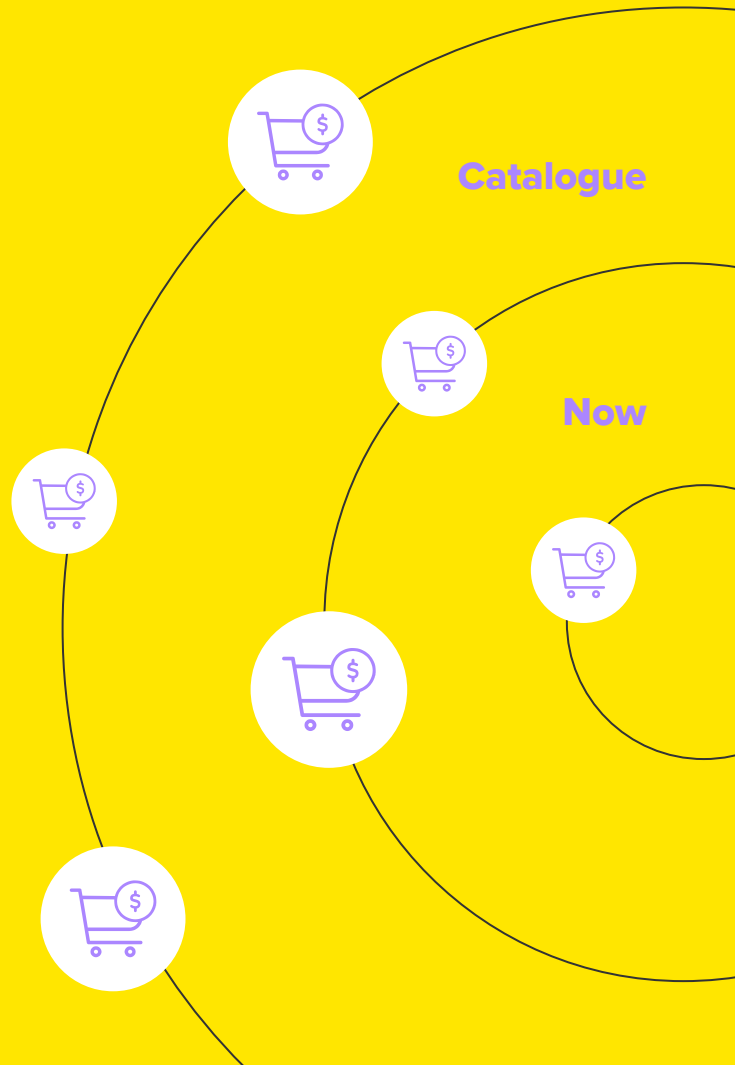


Brands that started generating catalog grew

+52%

in sales

Take care of your products and **EXPAND YOUR MARKET SHARE**



**Thank
you!**