



Mercado Libre breaks sales record and registers the biggest Black Friday in its history.

Partial results for Thursday and Friday, until 5pm, indicate an 80% increase in Gross Merchandise Volume compared to 2022

Electronics sales increase 140%, driven by cell phones, notebooks and TVs

Total payment volume in online sales via Mercado Pago, outside the Mercado Libre platform, grew 87% in the same period

São Paulo, November 24, 2023 – Mercado Libre reached its sales record on a Black Friday today, with an 80% increase in GMV (gross sales) just considering the results from Thursday (23) and Friday (24) until 5 pm. When analyzing the performance during the month of November to date, the increase was 39% compared to the same period in 2022.

The sale of electronics - especially cell phones, notebooks and TVs - grew 140%. The total average number of items sold per day is 1.8 million, but only on November 23rd this volume peaked at 2.8 million items, surpassing last year's Black Friday even before Friday. "This season, we can say that Mercado Libre has conquered a relevant space in the electronics category, consolidating itself among the leaders in the segment. We are also succeeding in our objective of sustaining growth records without sacrificing the company's margins", says Fernando Yunes, senior vice president and leader of Mercado Libre in Brazil.

To reach the biggest Black Friday in history, Mercado Libre invested in logistics - hiring 7,200 temporary employees, maintaining fast delivery times even at the sales peak.

About Mercado Libre

Mercado Libre is the leading technology company for e-commerce and financial services in Latin America, which offers solutions so that people and companies can buy, sell, pay, advertise and send products and services over the internet. In addition to the e-commerce platform and the Mercado Pago digital bank, the company has the following business areas: Mercado Envios, Mercado Libre VIS (Vehicles, Real Estate and Services), Mercado Ads and Mercado Shops. The largest and most complete marketplace in Latin America, Mercado Libre has more than **84 million active users**, with more than **10 million unique sellers**, including major brands, reaching **35 sales per second**. Mercado Pago, with more than **38 million active users**, offers a complete financial technology platform with a free account, payment, investment and credit solutions. Founded in 1999 and present in 18 countries, Mercado Libre is among the 10 best companies to work for in Brazil, being the best for women in the country, and among the 4 best in Latin America.



About Mercado Pago

Mercado Pago, the digital bank of the Mercado Libre group and one of the largest fintechs in Latin America, offers payment, credit, investment, insurance and benefits management solutions to more than **64 million unique users** in the region. Operating in Brazil since 2004, it is also present in Argentina, Chile, Colombia, Mexico, Peru and Uruguay, where it contributes to financial inclusion and the promotion of entrepreneurial development, allowing micro and small businesses to access financing and services that allow them to grow. In 2022, Mercado Pago surpassed the **US\$123 billion mark in payment volume**, with **173 transactions per second**. With more than **US\$2.8 billion in credit portfolio**, the digital bank already has more than **21 million investment accounts in the region**. Consolidating its complete offer of integrated financial services, it has actively participated in innovations and the future of financial services, supporting users and encouraging entrepreneurs on their journeys. By investing in the offering and development of services, which help anyone to have access to money in a responsible, practical and safe way, Mercado Pago has expanded the connection and benefits of the Mercado Libre ecosystem, increasingly allowing it to be the option for users looking for the best of e-commerce and financial services in one place. It is currently the best company in the finance segment to work for in Brazil.