

• FOR US BRANDS • CROSS-BORDER 2026

Latin America is open.

Mercado Libre opened the cross-border corridor in **2026**. **USD 65B** in annual GMV. **120M+** buyers. One account.

Most US brands haven't moved yet. We help you get there first.

PTI CONSULTING PARTNER

SALES DECK • 2026

WHY NOW · MARKET DATA 2025

The largest e-commerce opportunity **outside Asia.**

MELI GMV 2025

**USD
65B**

ACTIVE BUYERS

120M+

GMV GROWTH 2025

+26%
YoY

LATAM RETAIL
STILL OFFLINE

85%

COUNTRIES · ONE
ACCOUNT

18

MERCADO ADS
GROWTH Q4'25

+67%

THE INFLECTION POINT

MELI inaugurated its first fulfillment center in US (2025) and named cross-border trade a strategic priority for 2026. **The window won't stay open forever.**

Source: MercadoLibre Inc. Q4'25 Investor Report (Feb 2026)

THE TRAP · WHY BRANDS FAIL

The market is open. Operating it isn't simple.

TRAP · 01

KYC complexity

Foreign sellers underestimate documentation requirements. Approvals get stuck.

TRAP · 02

Catalog mismatch

Listings imported from US don't perform in LatAm. Different language, different buyer behavior.

TRAP · 03

Mercado Ads burns budget

PPC without local market knowledge = high CPC, low conversion, fast budget burn.

TRAP · 04

Spanish customer service

Non-negotiable in LatAm. Bad responses = bad reviews = MELI reputation damage.

WHAT MELI'S CROSS-BORDER TEAM TOLD US DIRECTLY

These bottlenecks are exactly what the MELI Cross-Border US team flagged to us. **Our entire program is built to eliminate them.**

• OUR UNFAIR ADVANTAGE

Direct alignment with **MELI Cross-Border.**

OPERATIONAL RELATIONSHIP

We have a direct line into MELI's US Cross-Border Operations team.

WHAT THIS MEANS IN PRACTICE ↓

APPROVAL TIME

2-3 days

vs **30+ days** industry standard. We pre-validate KYC before submission.

ESCALATION

Direct contact

When sellers face operational issues, we have a **named contact who responds.**

NEW PROGRAMS

First-mover access

We're the first to know about MELI's expansion programs and pilot initiatives.



PTI CONSULTING PARTNER

PTI CONSULTING PARTNER

8 years building marketplaces in LatAm.

End-to-end operator. We run the account, upload & optimize listings, and manage inbound shipments to fulfillment – your team ships to the warehouse, we handle everything after that.

8

COUNTRIES OPERATING

GOLD

MELI CERTIFIED

TOP 4

MARKETPLACES CERTIFIED

TRUSTED BY INDUSTRY LEADERS

FLAGSHIP Unilever		Stanley
		Santander
Saint-Gobain Sekurit	Verisure	Patagonia
Pilot Pen	WATER PEOPLE	

PROPRIETARY METHODOLOGIES

AVE	Mercado Libre
4S	Amazon
G2G	Alibaba
Cascade	Growth Marketing
SMB	Sales & Market Booster

CERTIFIED CONSULTANCY

Mercado Libre

Amazon

TikTok

Alibaba.com

JD Logistics

ACTIVE CLIENT · MERCADO LIBRE · Q1 2025

Real client. Real numbers. One quarter.

AVG TICKET INCREASE

+43.4%

The differentiating indicator vs. previous cohort.

GROSS SALES Q1 2025

USD 754,695

VISITS

591,249

YOY GROWTH

+29%

STATUS

One of our active accounts as **Gold Certified MELI partner.**

NDA · AVAILABLE FOR REFERENCE

• OUR PROPRIETARY METHODOLOGY

Powered by AVE. Built for profitability.

A ACCELERATION
High-impact growth levers

V VALUE
Real, tangible business impact

E EXECUTION
Systematic discipline & follow-through

01 · MONTHS 1-3

Cost Structure & Profitability

- Pricing per country.
- Profitability locked.
- Proprietary calculator.

02 · MONTHS 2-4

Operational Optimization

- Listings, content, logistics.
- Reputation management.
- Full/Flex activation.

03 · MONTHS 4-6

Advertising & Branding

- Mercado Ads optimized.
- Display & PPC tuned.
- Brand presence built.

04 · MONTHS 5-6+

Scale & Multi-country

- Expansion to 5 markets.
- Automation activated.
- Client autonomy delivered.

PROFITABILITY-DRIVEN FLYWHEEL

Each phase compounds the next. **The more we operate, the better your margin.**

• AVE PHASE 01 · COST STRUCTURE & PROFITABILITY

Pricing per country. Profitability locked.

Different markets, different competitors, different price points. **Phase 1 of AVE locks profitability before we move a single listing.**

01

RESEARCH

Country-by-country research

- Map competitive pricing in **MX, AR, CL, CO, BR.**
- Top 10 ranges. Top 3 average.
- Volume, share, barriers per market.

02

LOCK

Pricing locked per country

- Each market gets its optimal price.
- Defined upfront with margin floor.
- Fees, ads, and logistics included.

03

CALCULATOR

Proprietary multi-country calculator

- Real-time profitability per market.
- Scenarios for price and cost variations.
- **Stop guessing. Start optimizing.**

• **WHY THIS MATTERS**

Most foreign sellers price uniformly across LatAm and lose margin in **3 of 5 markets**. **We price each country to its optimal point — protecting your margin from day one.**

• READY TO MOVE?

Let's open your **LatAm** window.

30-min discovery call. No pitch — we listen first. If we're a fit, we'll show you the exact path to launch.

• US BRANDS • CROSS-BORDER MELI

CONTACT

Ariel Victorino

CEO · PTI Consulting Partner

EMAIL

ariel@pticonsultingpartner.com

WEB

www.pticonsultingpartner.com

A NOTE

I run my business mostly in Spanish. Happy to chat in either language — and if you prefer Spanish, even better.