

NOTICE OF RIGHT TO CONVERT  
MercadoLibre, Inc.  
2.25% Convertible Senior Notes due 2019  
CUSIP 58733RAB8

NOTICE IS HEREBY GIVEN, pursuant to Section 14.01(b)(iv) of the Indenture, dated as of June 30, 2014 (the “Indenture”), by and between MercadoLibre, Inc. (the “Company”) and Wilmington Trust, National Association, as trustee, that the above-referenced notes (the “Notes”) have become convertible in accordance with said section, and may be surrendered for conversion at the option of the Holder thereof, through December 31, 2016, as a result of the Last Reported Sale Price of the Company’s Common Stock being more than 130% of the Conversion Price in effect on each applicable Trading Day during at least 20 of the last 30 consecutive Trading Days of the calendar quarter ended September 30, 2016.

Capitalized terms used in this Notice and not otherwise defined herein have the meanings given to them in the Indenture.

MERCADOLIBRE, INC.

Dated: October 4th, 2016

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The CUSIP number is included herein solely for the convenience of the registered owners of the Notes. No representation is made as to the correctness or accuracy of the CUSIP number either as appearing on the Notes or on this notice.

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