

#133: What is the mission and purpose of the applied-for gTLD?

MercadoLibre, Inc. is the leading commerce and financial-services platform serving Latin America. Its common stock is listed on NASDAQ (MELI) and Brazilian Depositary Receipts trade on B3 (MELI34). The applicant's ecosystem of operating subsidiaries comprises five principal business areas: a commerce marketplace operated under the Mercado Libre and Mercado Livre brands; an advertising business operated under the Mercado Ads brand; a logistics and shipping business operated under the Mercado Envíos brand; merchant acquiring and payments services operated under the Mercado Pago brand; and consumer and merchant fintech services, including digital accounts, insurance, and credit, operated principally through the Mercado Pago and Mercado Crédito brands.

In its corporate communications and in customer-facing products, the Applicant uses the abbreviation "MELI" as its short-form corporate identifier and products (e.g., "About MELI," "MELI ecosystem," "Meli +," and the MELI CODE itself). The applied-for string corresponds to registered trademarks of MercadoLibre, Inc.

MercadoLibre's mission, as set forth in the MELI CODE, is to democratize commerce and financial services in order to transform the lives of millions of people in Latin America. The Applicant pursues this mission through technology, financial inclusion, and trust.

The Applicant's Cultural Principles, which are codified in the MELI CODE, include: creating value for users; undertaking projects with a long-term horizon and a willingness to take measured risks; executing with excellence; remaining adaptive in the face of change; competing as a team; and operating with integrity. These values inform the Applicant's stewardship of its corporate identifiers, including its registered trademarks and the namespace for which application is made.

Intended registrants and users. All registrations within .meli will be made by MercadoLibre, Inc. or its Affiliates. Initially, no domain will be registered to any party that is not an Affiliate of the registry operator. Only MercadoLibre, Inc. or its Affiliates will control the DNS records associated with domain names at any level in the .meli TLD. MercadoLibre, Inc. reserves the right to expand the eligible registrants to trademark licensees at a later date if it so chooses.

Registration controls. The Applicant will implement a strict registration approval process, including: (i) an internal request-and-approval workflow for any MercadoLibre, Inc. business unit seeking to use a domain within .meli; (ii) pre-defined registration policies setting out who may register a domain; and (iii) the use of a single trusted corporate registrar that will accept requests only from authorized individuals within the Applicant's organization.

Related activities. Domains under .meli will support, among other purposes: (a) authoritative corporate, investor-relations, and governance communications; (b) internal authentication and identity infrastructure for employees, contractors, and corporate systems; (c) authenticated channels for sellers, merchants, and business partners operating within the ecosystem; (d) anti-phishing redirection and brand-protection landing pages, complementing the Applicant's existing Brand Protection Program and its participation in the Mercado Libre Anti-Counterfeiting Alliance; and (e) operational subdomains supporting the Applicant's commerce, advertising, logistics, payments and acquiring, and fintech-services lines.

Sustainability over time. The .meli namespace is intended to operate over the long term. Its sustainability is supported by:

- the Applicant's status as a NASDAQ-listed company subject to SEC reporting with \$28.9B in net revenues and financial income at the end of last year (per the 2025 SEC 10-K filing);
- the financial commitment to fund registry operations confirmed in the Applicant's response to Question 206;
- the institutional framework set out in the MELI CODE (covering information security, intellectual property, anti-corruption, and data protection);
- and Board-level oversight through the Audit, Compensation, and Nominating and Corporate Governance Committees, whose charters are publicly available.