



## Client case study

# Mercado Libre and Citi: A Case Study in Global Transactional Excellence



## About Mercado Libre

We are the leading technology company in e-commerce and fintech solutions in Latam. Our purpose is to democratize trade and financial services to change millions of people's lives in the region, offering equal opportunities for large and small sellers, within a simple, safe, and efficient experience. We conduct business in 18 countries in Latin America, where millions of buyers and sellers meet to carry out transactions with a wide range of products and services.\*

## Client objective(s)

- Operational efficiency
- Standardized processes
- Liquidity

## Product(s) used



CitiDirect®



CitiConnect®

## Business challenge

Mercado Libre's rapid growth and expansion into multiple countries presented several key challenges:

1. **Global Reach and Standardization:** Mercado Libre needed a bank with a presence in all countries where it operated, for consistent and standardized financial processes across its international footprint.
2. **Treasury Operations Complexity:** Managing treasury operations across multiple countries involved dealing with different banking systems, regulatory environments, and currencies, creating complexities and inefficiencies.
3. **Liquidity Management:** Efficiently concentrating liquidity from various sources was essential to optimize capital allocation and improve internal processes.
4. **Scalability and Efficiency:** As Mercado Libre continued to grow, it needed transactional solutions that could scale effectively and enhance operational efficiency.
5. **Payment Processing:** High volumes of payments needed to be processed automatically and efficiently integrated with Mercado Libre's systems.
6. **Effective Communication and Support:** The complexity of the business demanded quick responses from the bank. Also, it was key that there was deep understanding of Mercado Libre's business and collaborative approaches in building solutions.

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We were looking for a bank who would help us resolve our operations in all countries where we operated in. Citi emerged as the only bank that could meet that requirement, not only because of the physical presence in those countries, but also through its global transaction platform. After implementing it, we were able to begin a process of centralization and standardization cross-countries, which allowed us to gain scalability and efficiency.”

Andrea Di Masso  
Corporate Treasury Manager at Mercado Libre



## Why Mercado Libre chose Citi

To address these challenges, Mercado Libre leveraged the following Citi capabilities and solutions:

- 1. Global Transactional Platform (CitiDirect®):** CitiDirect® provided a unified platform for managing payments, transfers, and account information across Mercado Libre's international operations. This enabled streamlined transactions and enhanced visibility into cash flows.
- 2. Automated Connectivity (CitiConnect® for Files and APIs):** Leveraging CitiConnect® for Files and APIs, Citi's solutions and Mercado Libre's systems can now operate through a unified integrated framework, automating payment processing and reducing manual controls.
- 3. Liquidity Management Solutions:** Citi offered solutions such as cross-currency capabilities, global credit lines, and Earnings Before Interest, Taxes, Depreciation, and Amortization (Multi Banking Target Balance Account) concentration solutions to help optimize liquidity and improve internal processes.
- 4. Dedicated Service Model:** Citi assigned a dedicated service team with a deep understanding of Mercado Libre's business and a commitment to collaborative problem-solving.
- 5. InfoPool:** Enables Mercado Libre to consolidate reporting across multiple banks.

## Results

The collaboration between Mercado Libre and Citi has yielded significant results:

- 1. Centralization and Standardization:** After implementing Citi's global transactional platform, CitiDirect, Mercado Libre was able to standardize and centralize cross-country operations.
- 2. Enhanced Scalability and Efficiency:** Citi's solutions helped Mercado Libre scale its financial operations more efficiently, supporting its continued growth and expansion.
- 3. Improved Liquidity Management:** Citi's liquidity management solutions facilitated Mercado Libre to concentrate liquidity automatically and optimize capital allocation.
- 4. Streamlined Treasury Operations:** CitiDirect and CitiConnect helped streamline treasury operations, reduce complexities and improve efficiency.
- 5. Direct Communication and Responsiveness:** Citi's service model provided a direct communication channel for quick responses, enabling Mercado Libre to address issues promptly and effectively.

Citi has significantly aided Mercado Libre in its pursuit of transactional excellence, supporting its continued growth in the global marketplace.

## Citi Services

We provide global solutions that can help clients drive their business forward while investing in innovation to bring new solutions to life.

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