NEXT GENERATION MONEY:
CHALLENGES & OPPORTUNITIES FOR GLOBAL MERCHANTS IN LATAM
1 PLATFORM / API
20 EMERGING MARKETS
2B EMERGING CONSUMERS
200 PAYMENT METHOD
450 MERCHANTS
ABOUT DLOCAL

360 payment technology for emerging markets – pay-ins, payouts and cash collection

Diverse team of 100+ people

Offices in Uruguay (HQ), US, Brazil, UK, and Israel

Market coverage:

LATAM: Argentina, Bolivia, Brazil, Chile, Colombia, Mexico, Peru, Paraguay, Uruguay

APAC: China, India

EMEA: Turkey, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia, Slovenia
SOME OF OUR CUSTOMERS

Disney
PlayStation
Wix
Uber
GoDaddy
Booking.com
avast
Payoneer
WikiPedia
BOA COMPRA
Motorola
Digital River
Light in the box
eshop world
Sky-tours
Flywire
Open English
OUR VALUE PROPOSITION

Simple market entry
Eliminate local market complexities with dLocal as your emerging markets expert and local merchant of record

Cross-border settlement
Expatriate funds to EU or US at no cost

Local transactions
Process payments domestically, ensuring the highest acceptance rate

Enterprise-grade solution
Reliably accept and send payments with our trusted, PCI DSS compliant platform and clever fraud detection tools

1 API | 200+ payment methods | 20 emerging markets | 2 B consumers
CONSUMER PAYMENT PREFERENCES IN LATAM

LOCAL CREDIT & DEBIT CARDS: 52%
CASH: 28%
INTERNATIONAL CREDIT CARDS: 15%
BANK TRANSFERS: 5%

Source: Tecnocom, emarketer, AMPICI, OMT, CNC, Comscore
E-commerce Payment Mix (2016)

**Brazil**
- Domestic credit card: 51%
- International credit card: 20%
- Cash payments via Boleto: 21%
- Debit card: 2%
- Bank transfers: 4%
- Other: 2%

**Mexico**
- Domestic credit card: 48%
- International credit card: 19%
- Cash payment methods: 23%
- Debit card: 2%
- Bank transfer: 3%
- Other: 5%

**Colombia**
- Domestic credit card: 9%
- International credit card: 48%
- Cash payments: 21%
- Bank transfers: 17%
- Debit card: 2%
- Other: 3%

Source: AMPICI, AMI, dLocal
E-commerce Payment Mix (2016)

**Argentina**
- Domestic credit card: 56%
- Cash payments: 18%
- International credit card: 21%
- Bank transfers: 1%
- Other: 3%
- Debit card: 1%

**Chile**
- International credit card: 30%
- Domestic credit card, via WebPay: 28%
- Debit card: 25%
- Bank transfers: 8%
- Cash payments: 7%
- Other: 2%

**Peru**
- International credit card: 47%
- Domestic credit card: 25%
- Debit card: 6%
- Bank transfers: 9%
- Cash payments: 7%
- Cash on delivery: 9%
- Other: 2%

*Source: AMPICI, AMI, dLocal*
### Brazil: Boleto is king

- #1 cash payment method
- 50M Boletos/month
- 30% of all Boleto online transactions come from mobile

### Mexico: a craze for cash

- Unbanked population over 60%
- Banked population still uses cash
- Withdrawals from ATMs as soon as salaries are paid, leaving minimum amount in bank

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**Payment Without Credit Cards**

Cortesia de Streamline.

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<tr>
<th>Cedente</th>
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<th>Especie</th>
<th>Quantidade</th>
<th>Valor documento</th>
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</thead>
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**Number of Uses**

- 50M Boletos/month

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**Boleto Bbva 02860.239017 05663.792173 7 70790000005489**

**Data do Documento**

- 19/02/2017

**Vencimento**

- 19/02/2017

**Valor Documento**

- 54.89
Installments are a must in Latin America

- Colombia: 69% of people use installments
- Brazil: 54% of online and 80% of offline retail sales are sold with installments
- Argentina: 70% of supermarkets purchases in are done in 3+ or more installments
- MX, AR, UY: 40-50% use installments for online purchases

- Offered by acquirers at checkout
- Examples of items purchased: clothes, appliances, groceries, restaurant meals, travel, phones

30-40% increase in average ticket amount by offering installments
OFFER ALL LOCALLY-RELEVANT PAYMENT METHODS TO WIN IN EMERGING MARKETS
PAYMENTS CHALLENGES THAT GLOBAL MERCHANTS FACE IN EMERGING MARKETS

Multiple currencies, tax and income expatriation laws, many local acquirers, numerous local payment methods, etc. Operating in multiple countries is complex.

How can I maximize my reach while providing the same seamless payment experience that my US customers love?

Why can’t I pay my local contractors / drivers / sellers through e-wallets?

I’ve launched my XYZ service with in-app payments and international processing. My conversions are 30%. Why are they so low?

Payment + settlement can take 48-96 hours, but my business model is built on real-time transactions.

Why can’t I bill recurring payments to local cards?
Download LATAM Payments Guide: https://dlocal_latamguide.pagedemo.co/

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