

## Deezer becomes the official music streaming partner as Mercado Libre launches new subscription program Meli+



***In amping up its partnership with LATAM’s leading e-retailer and one of TIME100 Most Influential companies in 2023, Deezer’s premium subscription is now available to millions of people in Brazil and Mexico as one of the main benefits of Meli+***

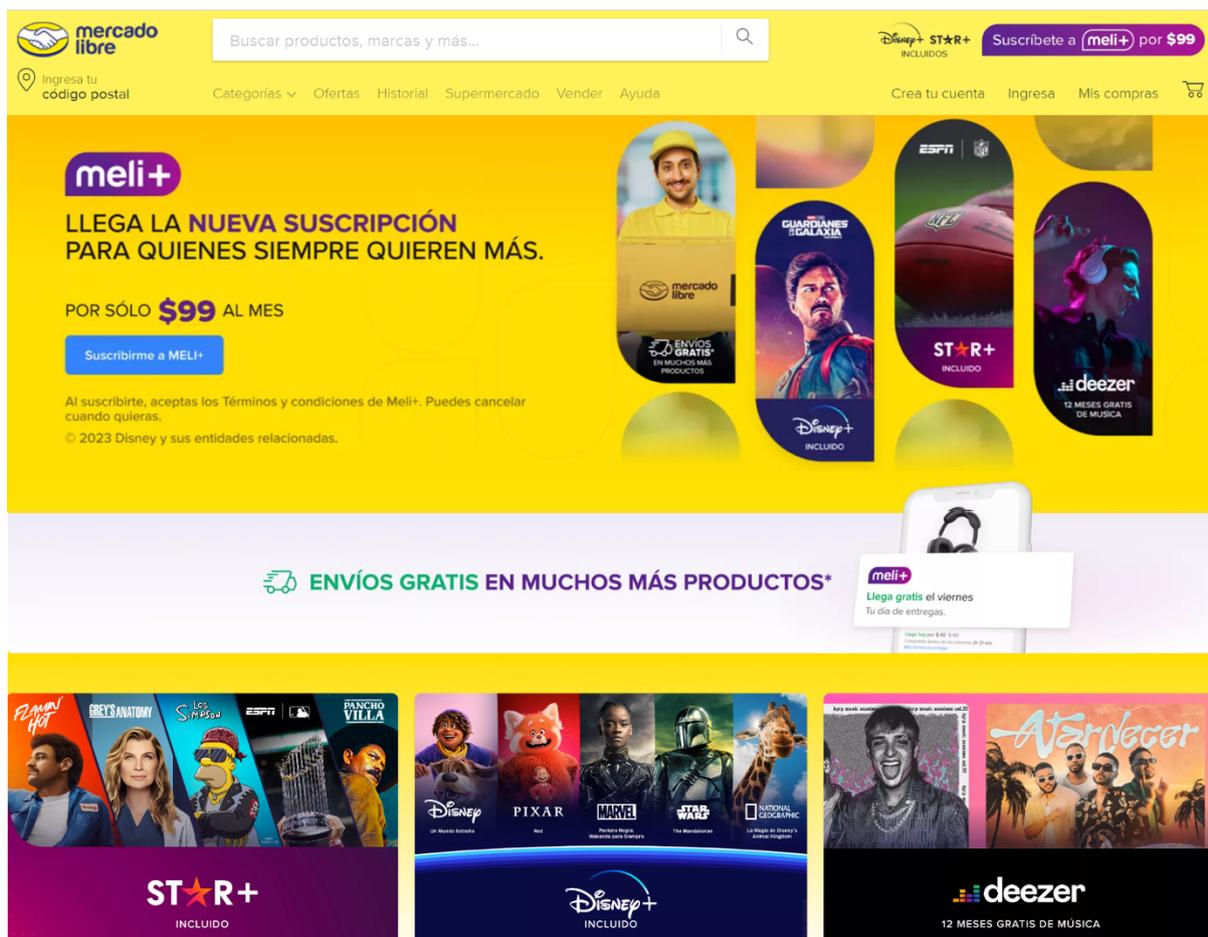
**Paris, August 31st, 2023** – Deezer (Paris Euronext: DEEZR), the global music streaming platform, is expanding its partnership with Mercado Libre (NASDAQ: MELI), the leading Latin American e-commerce platform, present in 18 countries with 100+ million unique active users. In joining Mercado Libre for the launch of Meli+, Deezer continues its strategic partnership-led expansion across the world. E-commerce is one of many industries where Deezer is bringing outstanding music experiences to its partners’ customers and keeps growing its subscriber base as a result.

Meli+ is an all-inclusive retail and entertainment subscription service, which is now introduced in Mercado Libre’s main markets Brazil and Mexico. It includes a full year of premium music streaming from Deezer, with more than 120 million tracks, as well as signature features like Flow, SongCatcher and music quizzes. In addition to Deezer, the Meli+ program includes free shipping to a wide range of eligible products, as well as access to several VOD services.

“Launching Meli+ is a landmark achievement for Mercado Libre and Deezer is playing an essential role in one of the world’s most complete entertainment and retail subscriptions,” said Sean Summers, Chief Marketing Officer at Mercado Libre. “Our subscribers will now be able

to enjoy their favorite artists and discover new music experiences on a world-class streaming platform. I have no doubt that our subscribers will love what Deezer has to offer.”

“Our connection to Latin America is solid, especially with our strong market position in Brazil, and we can’t wait for more people to enjoy their favorite music on Deezer through Meli+,” said Stephane Rougeot, Deputy CEO, Deezer. “Music engages people in powerful ways and can greatly enhance customer connection to a brand, which makes Deezer and Meli+ a perfect match. We are very proud to be a part of this momentous launch. It’s another great step for us in executing on our partnership strategy by delivering fantastic music experiences to new fans. With relatively low market penetration for premium music streaming in LATAM, the launch of Meli+ with Deezer holds new growth opportunities, not only for us and Mercado Libre, but for the entire music industry.”



mercado libre

Buscar productos, marcas y más...

Disney+ STAR+ INCLUIDO Suscríbete a meli+ por \$99

Ingresar tu código postal Categorías Ofertas Historial Supermercado Vender Ayuda Crea tu cuenta Ingresar Mis compras

**meli+**

LLEGA LA NUEVA SUSCRIPCIÓN PARA QUIENES SIEMPRE QUIEREN MÁS.

POR SÓLO \$99 AL MES

Suscribirse a MELI+

Al suscribirte, aceptas los Términos y condiciones de Meli+. Puedes cancelar cuando quieras.

© 2023 Disney y sus entidades relacionadas.

ENVÍOS GRATIS EN MUCHOS MÁS PRODUCTOS\*

meli+ Llega gratis el viernes Tu día de entregas.

STAR+ INCLUIDO

Disney+ INCLUIDO

deezer 12 MESES GRATIS DE MÚSICA

Mercado Libre is on a mission to democratize e-commerce in Latin America and has a joint ambition with Deezer to do the same for music streaming through Meli+. Around 13% of the population in Brazil and Mexico were subscribing to a premium music streaming service in 2022 (Source: MIDIA), which is substantially lower than in Europe (28%) and the US (43%). With Deezer as a key benefit of Meli+, millions of people in Brazil and Mexico will have the opportunity to gain premium access to one of the world’s best music streaming experiences.



Brazilian superstar Ana Castela has been appointed as the official Deezer ambassador on Meli+ and will star in joint campaigns and promotion.

The partnership between Deezer and Mercado Libre dates back to February 2021.

\*\*\* ENDS \*\*\*

**Press Contact Deezer**

Jesper Wendel [jwendel@deezer.com](mailto:jwendel@deezer.com)

**ABOUT DEEZER**

Deezer is one of the largest independent music streaming platforms in the world, with more than 120 million tracks available in 180 countries, providing access to lossless HiFi audio, innovative recommendation technology and industry defining features. As the home of music, Deezer brings artists and fans together on a scalable and global platform, to unlock the full potential of music through technology. Founded in 2007 in Paris, Deezer is now a global company with a team of over 600 people based in France, Germany, UK, Brazil and the US, all brought together by their passion for music, technology and innovation. Deezer is listed on the Professional Segment of Euronext Paris (Ticker: DEEZR. ISIN: FR001400AYG6) and is also part of the newly-created Euronext Tech Leaders segment, dedicated to European high-growth tech companies, and its associated index.

For the latest news on Deezer go to <https://www.deezer-blog.com/press/> and <https://www.deezer-investors.com/>

Follow us on [Twitter](#) and [LinkedIn](#).

**About Mercado Libre**

Founded in 1999, MercadoLibre, Inc (NASDAQ: Meli) is the leading company in e-commerce technology and digital financial services in Latin America, with operations in 18 countries. It offers a complete ecosystem of solutions for individuals and businesses to buy, sell, advertise, obtain credit and insurance, collect, send money, save, and pay for goods and services both online and in physical stores. Mercado Libre looks to democratize commerce and financial services in Latin America, a market that offers great opportunities and high growth potential. It uses world-class technology to create intuitive solutions tailored to the local culture in order to transform the lives of millions of people in the region. More information at <http://investor.mercadolibre.com/>