

Large Commerce Models

The most valuable AI
won't be trained on text.
**It will be trained on real-world
interactions.**

Across Prosus, 5M Partners, 500M+ customer
interactions. Every single day.



Large Language Models

Large Commerce Models



Trained on billions of documents



Learn language & knowledge



Translate, summarize, reason



Trained on billions of interactions

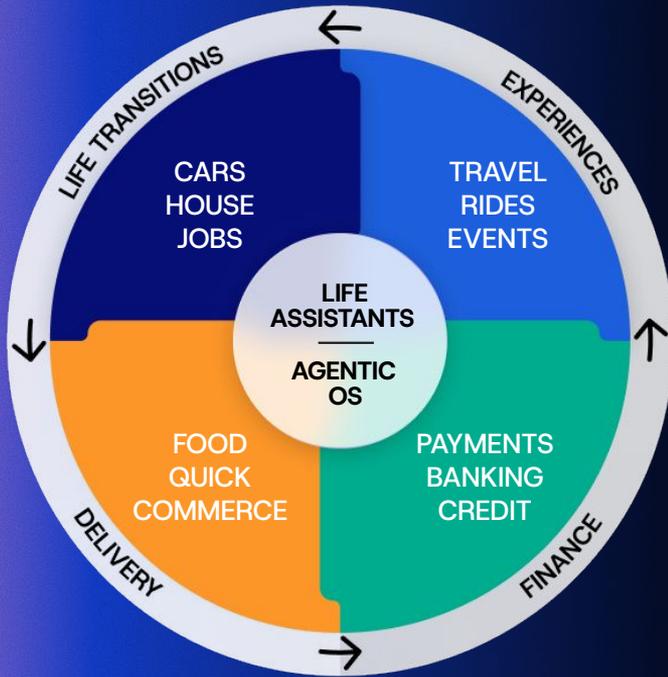


Learn intent & preferences



Recommend, personalize, forecast





Large Commerce Models are the Intelligence that powers all applications and agents of Prosus.

Powered by  LCM

LCM at *ifood*

FORWARD

Homepage
Conversion

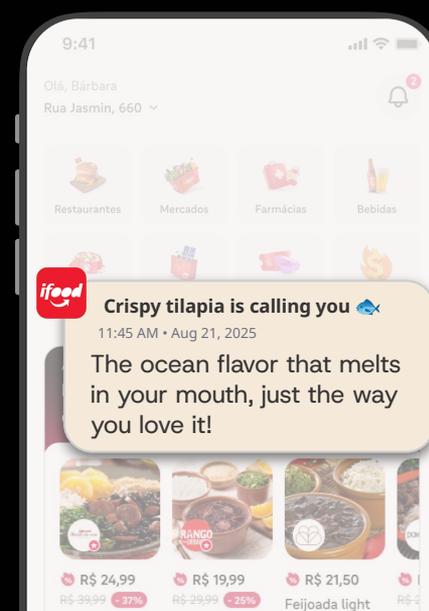
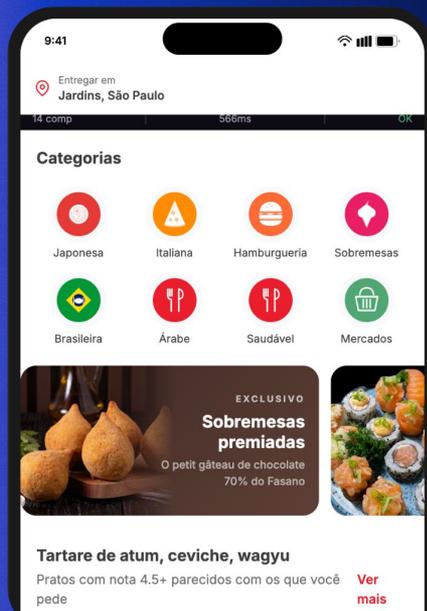
+15%

Lower ADs
conversion costs

-51%

Notifications
conversion

+75%



15M

Orders/month

40+

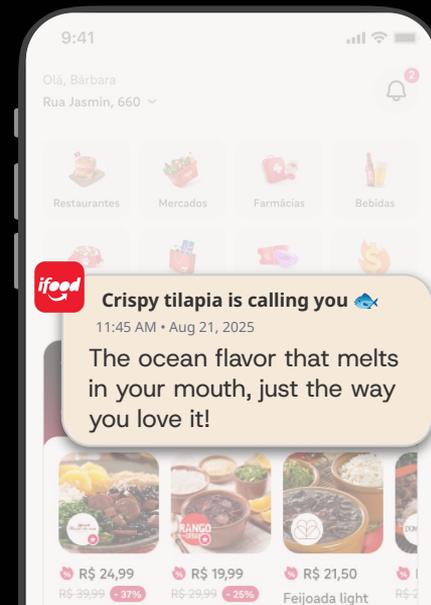
Use Cases

> 10x

Less expensive
than commercial
LLMs

Notifications
conversion**+75%**

"Was it down? I missed my push today!"



We are rolling out LCM across Prosus

FORWARD

