

5 passos para alavancar Billing localization



Per-message rates in new currencies to help our customers better manage their messaging costs.

Challenge

Today, most customers in Latin America rely on USD WABAs. They are charged in USD and pay Meta Ireland in USD.

Our partners can be:

- Exposed to FX fluctuation vs. the USD, which can add unpredictability in their messaging costs

Solution

Introduce per-message rates in new currencies



As of Jan. 1, 2026 **MXN**



As of Apr. 1, 2026 **ARS, CLP, COP, PEN** (LatAm)
AED, MYR, SAR,



SGD (ROW)

As of Jul. 1, 2026 **BRL**

Businesses can opt in to be charged in a new currency by creating a new WABA. Partners with portfolios of WABAs in multiple currencies will get a separate invoice by currency.

Billing localization for Brazil

to help our customers better manage and potentially reduce their messaging costs.

Challenge

Today, we do not offer Brazilian Reals (BRL) as a WABA currency, and our customers in Brazil are charged in USD and pay US-based Meta Inc. in USD.

Our partners can be:

- Exposed to USD/BRL fluctuations, which can add unpredictability in their messaging costs
- Subject to cross-border taxes and fees, since use of our platform is treated as an import of services

Billed in USD
by US-based
Meta Platforms, Inc.



Billed in **BRL**
by Brazil-based
Facebook Serviços
Online do Brasil Ltda.

Solution

As of July 1, 2026

- ✓✓ Customers in Brazil can be charged in local currency by creating new WABAs in BRL
- ✓✓ Charges of any BRL WABA will be billed in BRL by Facebook Brasil

Billing localization for Brazil

to help our customers better manage and potentially reduce their messaging costs.

Is this included in Meta's invoice or does it apply?

Yes

No

Billed in USD

by Meta Platforms, Inc.

Billed in BRL

by Facebook Brasil

Meta's per-message charges				On invoice, in USD	On invoice, in BRL
Local Taxes	ISS	Self-reported	Added on invoice		
	PIS/COFINS	Self-reported	Added on invoice		
Cross-border related	IRRF*	Self-reported	n/a		
	CIDE	Self-reported	n/a		
	IOF	Self-reported	n/a		
	USD/BRL exposure	Can Apply	n/a (invoiced in BRL)		
	Int'l wire fees	Can Apply	n/a		

Charges from Facebook Brasil will be treated as a domestic sale, and the applicable taxes (ISS at 2.9% and PIS/Cofins at 9.25%) will be reflected on invoices to customers.

Notes: This is an illustrative example that only highlights charges from Meta and does not include any charges from Solution Providers. This is not tax advice, so please consult your Tax Advisor for any tax-related advice. Also, any local tax in the scenario billed from Meta Inc. is self-reported by the customer, i.e., the BR customer decides the tax treatment.



Fatura

FACEBOOK SERVICOS ONLINE DO
BRASIL LTDA
Av Brigadeiro Faria Lima, 3732
Andar 1 a 4, 6 a 12, 14 e 15
Itaim Bibi
CNPJ: 13.347.016/0001-17 SAO PAULO
SP 04538-132
Brazil

Aos Cuidados de:
Test user59700010169890's organization
CNPJ: 62.173.620/0001-80
Av. Paulista, 1578
SÃO PAULO SP 01310-200
BRAZIL

ATTN: Contas a pagar

Número da ordem de compra:

WhatsApp número da conta	Período de entrega	Vencimento
24702655188071	Mar-2026	11-Apr-2026
Número da fatura	Data de emissão	Condição de pagamento
53000000002	12-Mar-2026	NET 30
Preço líquido das faixas de volume		R\$153,000.00
Desconto total		R\$0.00
Subtotal		R\$153,000.00
Valor total		R\$174,160.50
ISS @ 2.9%:		R\$5,050.65
PIS @ 1.65%:		R\$2,873.65
COFINS @ 7.6%:		R\$13,236.20
Total devido em 11-Apr-2026		R\$174,160.50
Moeda		BRL

Esta fatura não inclui mensagens do nível gratuito ou mensagens de entrada gratuitas. Contas sem mensagens pagas que foram entregues dentro do período de faturamento atual não estão incluídas nesta fatura.

Para saber mais sobre como visualizar informações sobre suas contas, acesse: <https://www.facebook.com/business/help/338500813332755?id=2129163877102343>

Para obter informações sobre como suas cobranças são calculadas, visite: <https://www.facebook.com/business/help/2225184664363779>

Para definições de preços, visite: <https://www.facebook.com/business/help/563317871449819>

Consulte os termos do nosso contrato para anunciantes em: <https://www.whatsapp.com/legal/FB-terms-whatsapp-business>

Informações adicionais

Contato de faturamento : ar@meta.com

Acompanha boleto bancário para pagamento

Número da NFS-e = 999999

Código de verificação = AAAAAA

Link: <https://nfe.prefeitura.sp.gov.br/nfe.aspx?ccm=FAKE&nf=9999999&cod=AAAAAA>

Net Price ✓✓

Final Price ✓✓

Thank You!

