

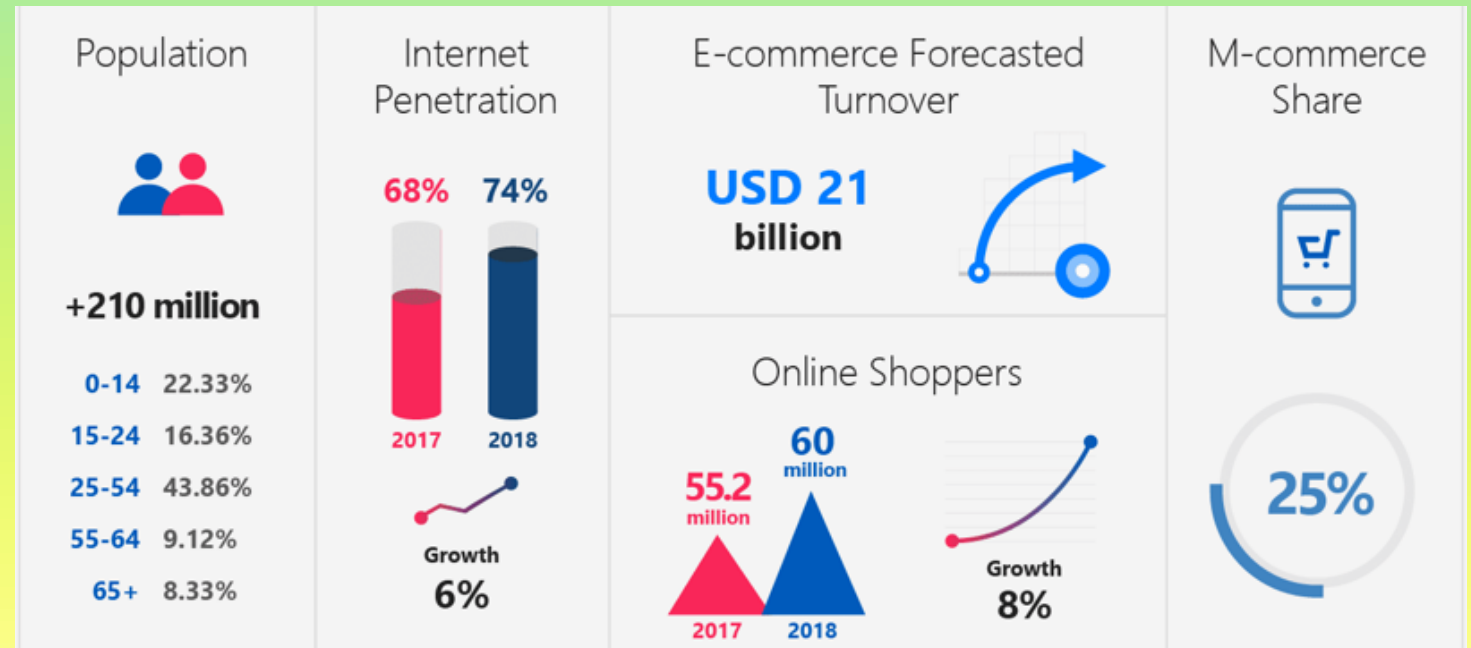


Let's go to Brazil. Or not?

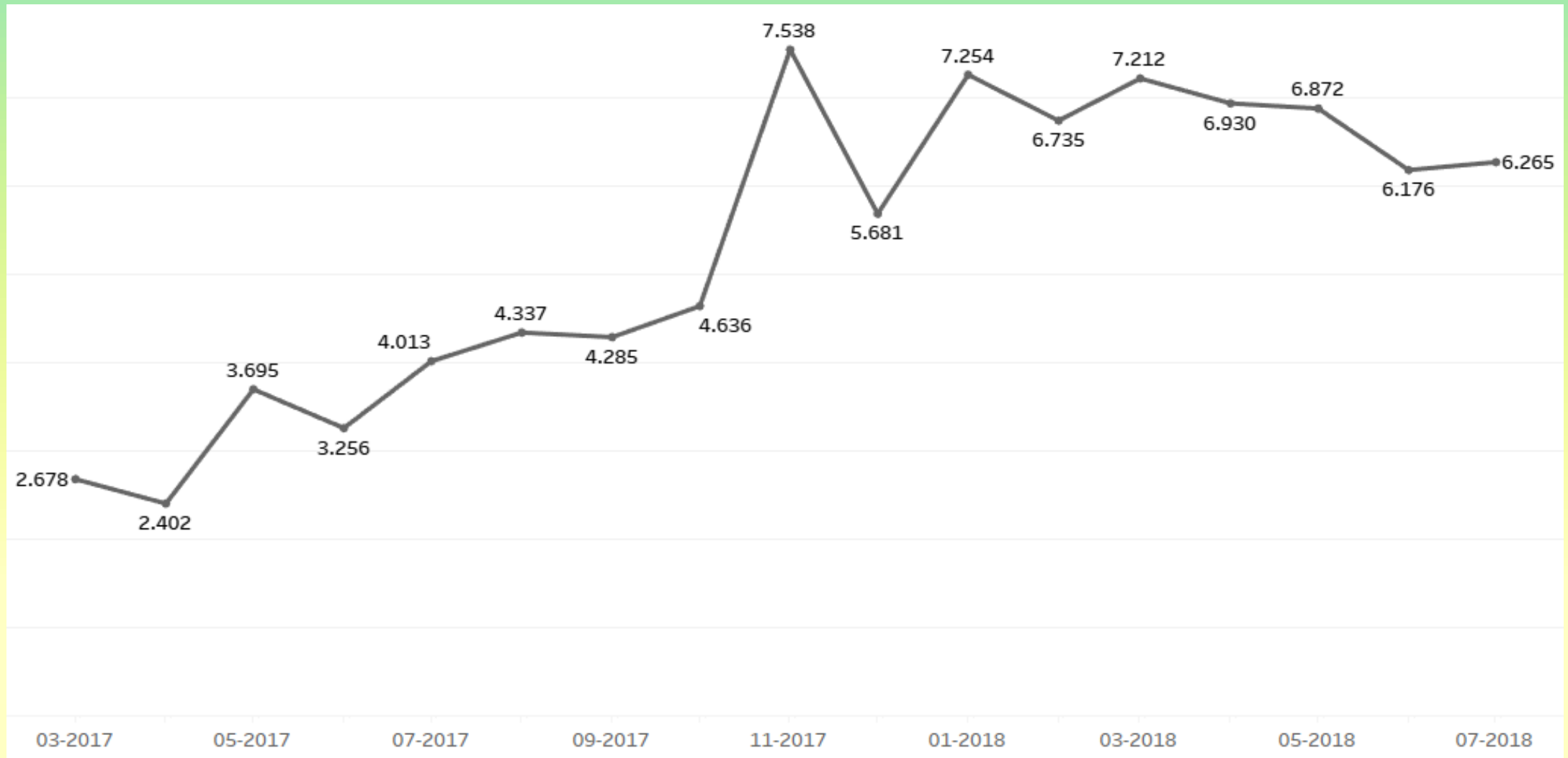
Is Magist a good fit for high-end tech products?
Are orders delivered on time?

Brazilian E-commerce Market 2018

Multi-brand platforms are the most used (50%) marketplaces to buy online in 2017

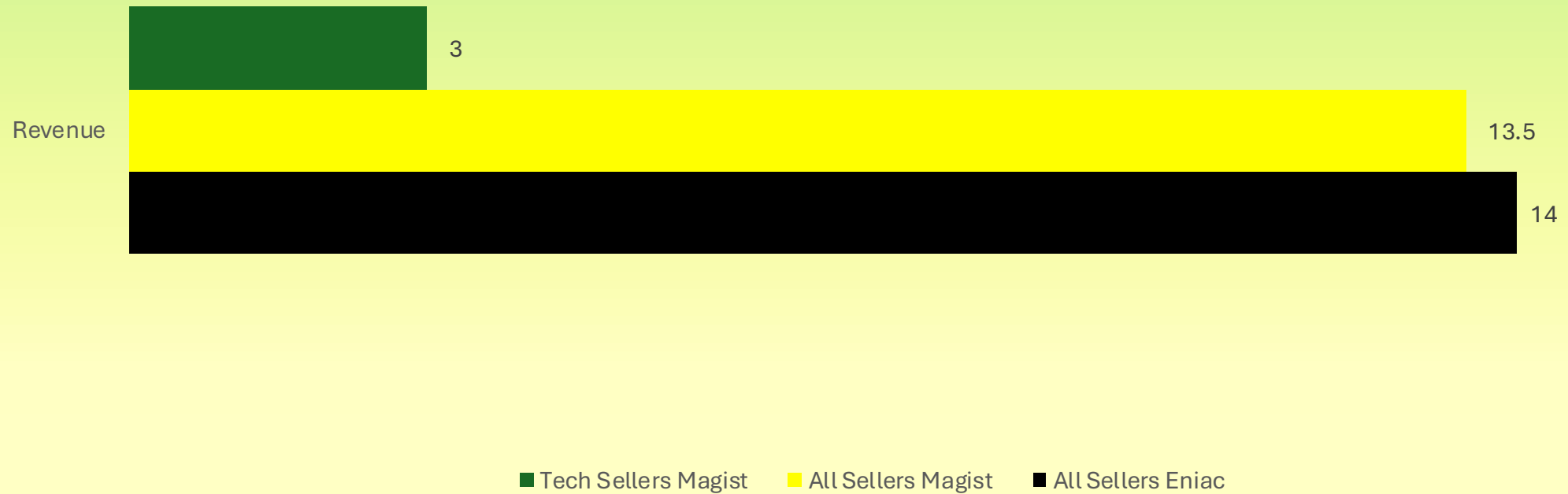


Magist's User-Growth in 2017 & 2018

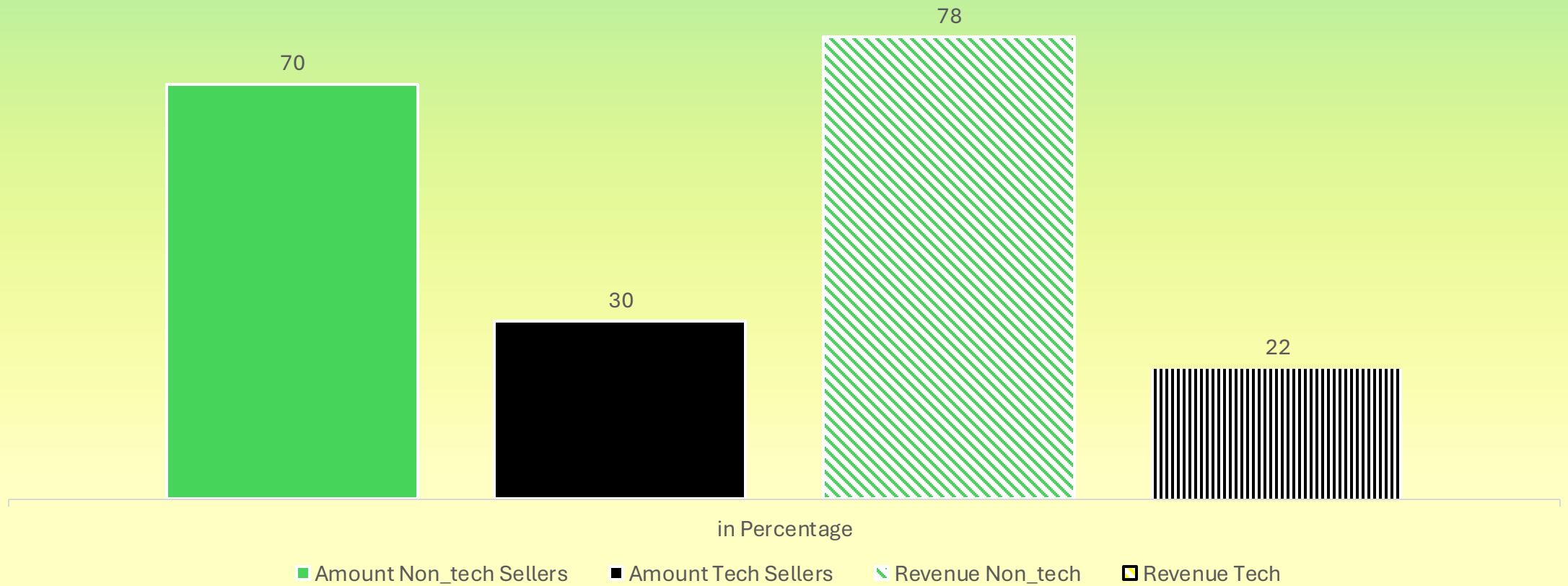


Revenue in Million Dollars

Eniac and Magist



Non-Tech-Sellers vs Tech-Sellers



Delayed orders

% of orders delivered on time

92

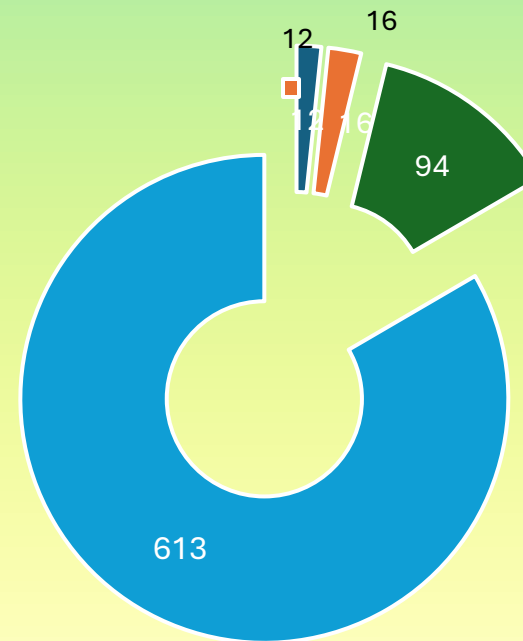
% of delayed orders

8 (7826)

Delayed orders
value over 1000\$:

735

delays



■ < 1day ■ 1-3 days ■ 3-7 days ■ 1 wk-100 days

Questions

- Brazil is definitely an increasing market with a huge growth potential, but at the same time it is huge country.
- If Magist's popularity is decreasing, are there alternative platforms for us?
- If we would join Magist's platform, would it increase Magist's popularity and therefore our sales?
- Why are Tech sellers underperforming? Are there more popular tech selling platforms in Brazil, that are being preferred by buyers?
- The shipping delay is high, but the delay in high priced products is quite concerting: Is this a general problem in Brazil? Is this due to the vast country and its infrastructure?

Recommendation

Is Magist a good fit for high-end tech products?
Are orders delivered on time?

We would advise against a collaboration with Magist at the moment.

We recommend to research the Brazilian market better to answer 2 questions:

1. Is there a better platform for Eniac?
2. Is the shipping delay with high class products a common issue in Brazil, or is it just the Brazilian Post Office?

Thank you