

Eniac & Magist

Is Magist a good partner for Eniac?

1

Does Magist have enough know how and experience in regards of selling and distributing high quality tech products

2

Does Magist perform well enough to meet Eniacs high customer service standards, especially regarding delivery times

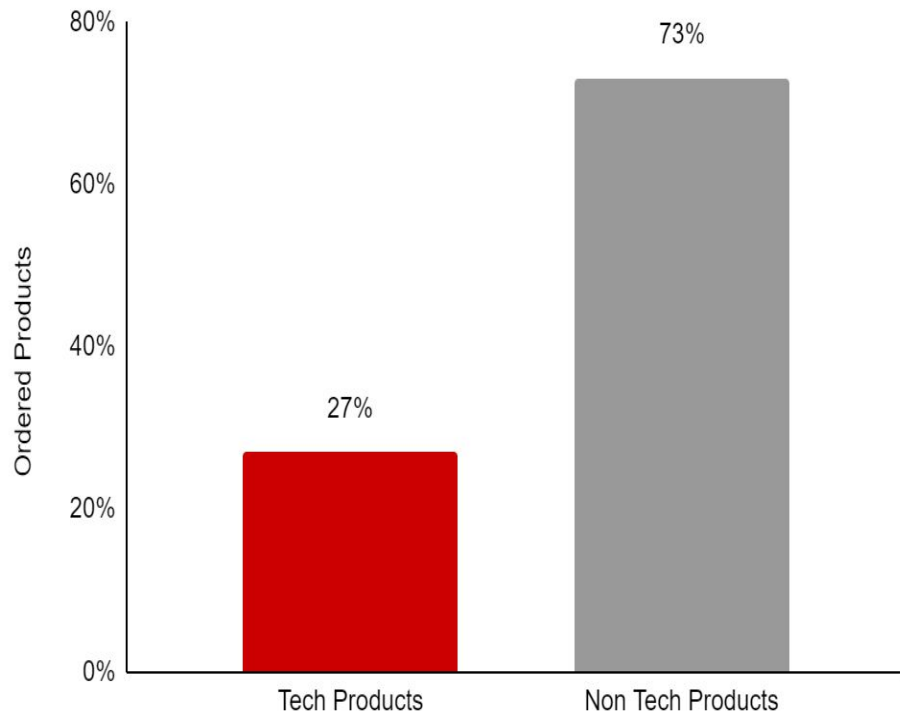
Magist as a platform is growing stronger than e-commerce overall

Overall Brazilian e-commerce is growing **by 11%** in 2018

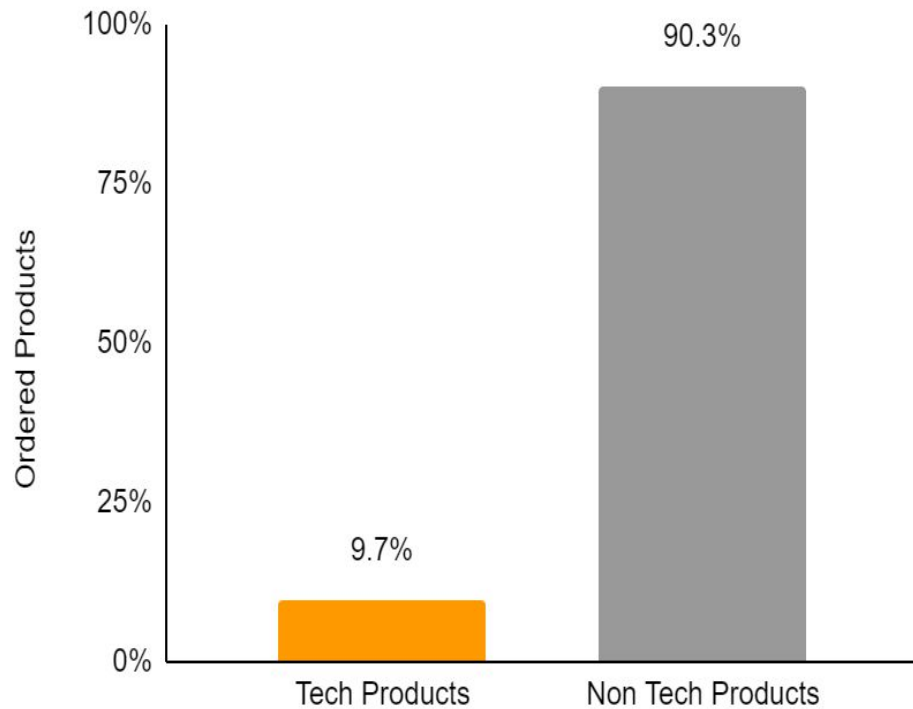


Overall representation of Tech products in Brazil

Average orders of all e-commerce orders in Brazil

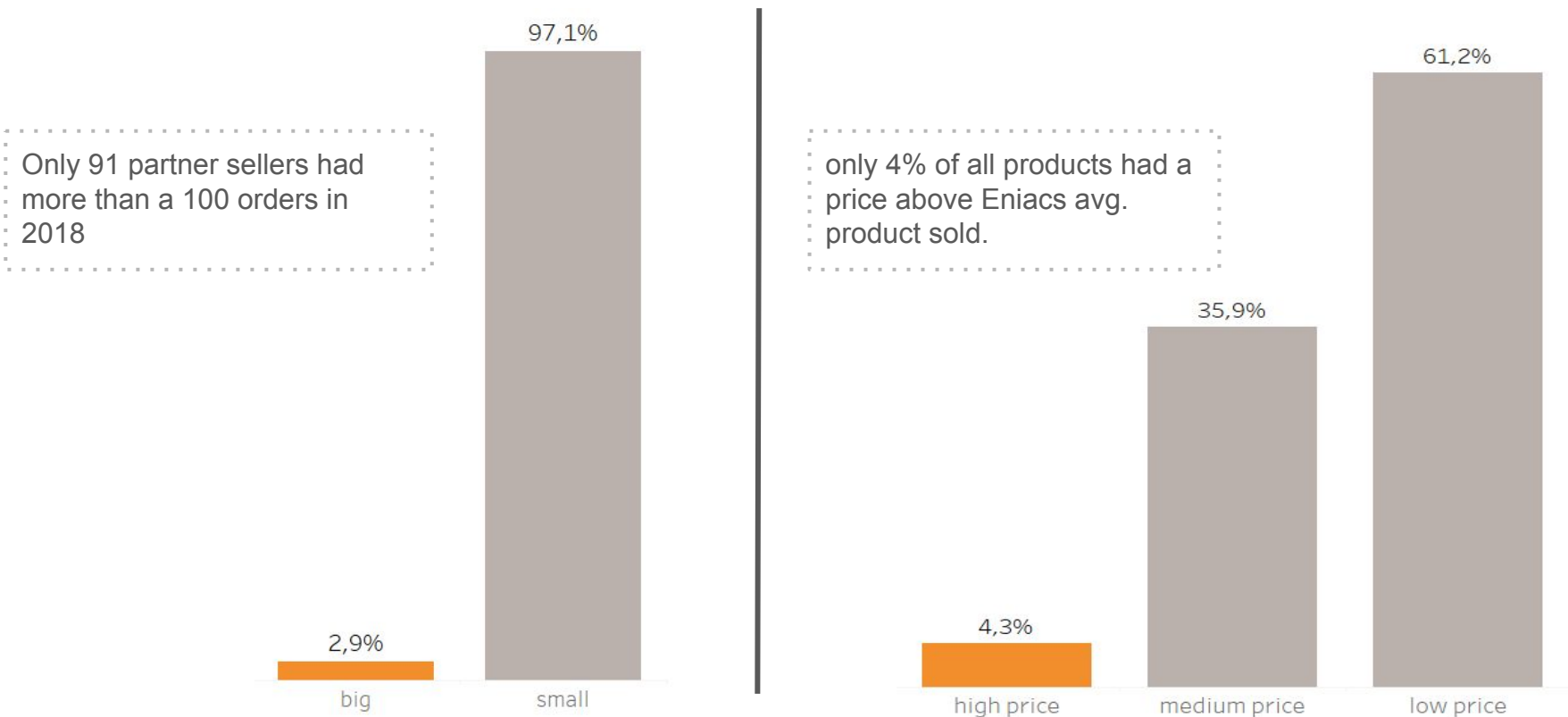


Total volume of orders from Magist



Magist is positioned as a platform for small and medium sellers and low and medium priced items

1



Brazilian online shoppers expect deliveries within 7 days, but reality does not keep up

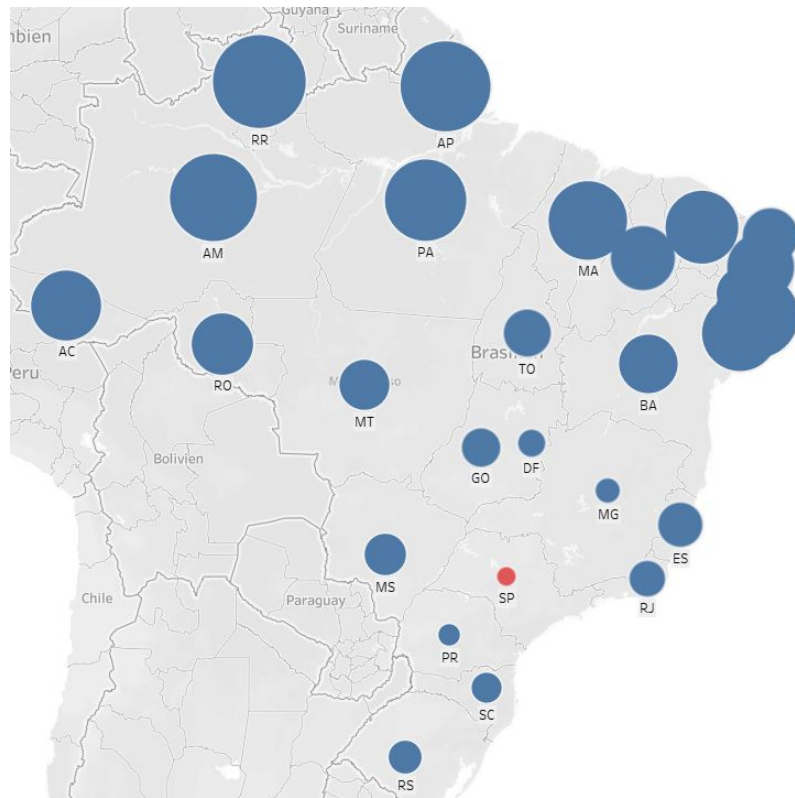
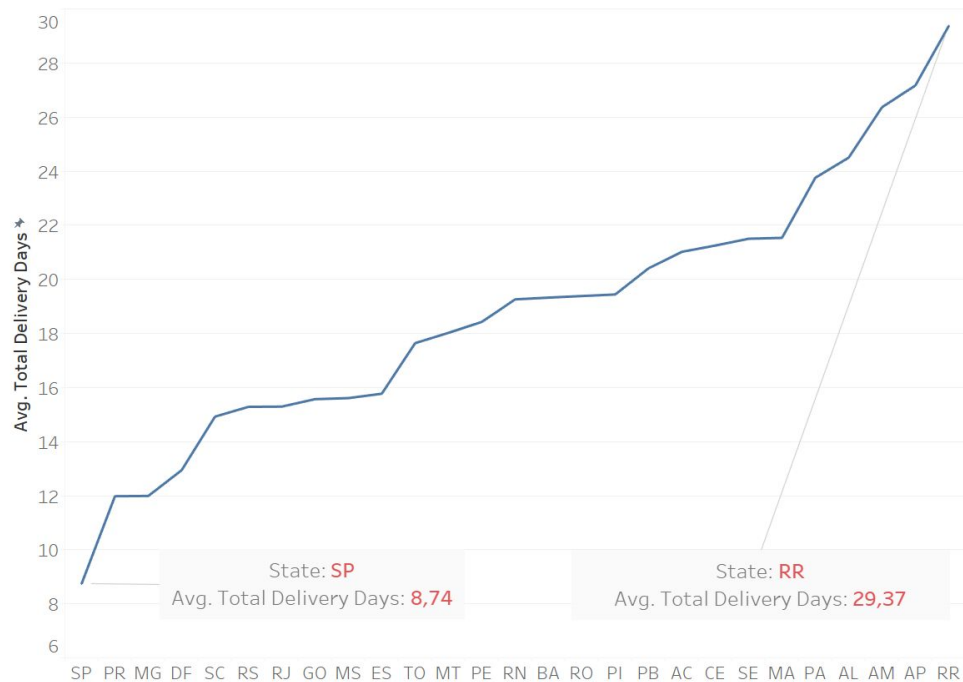


Correios overall delivery time:
12 working days

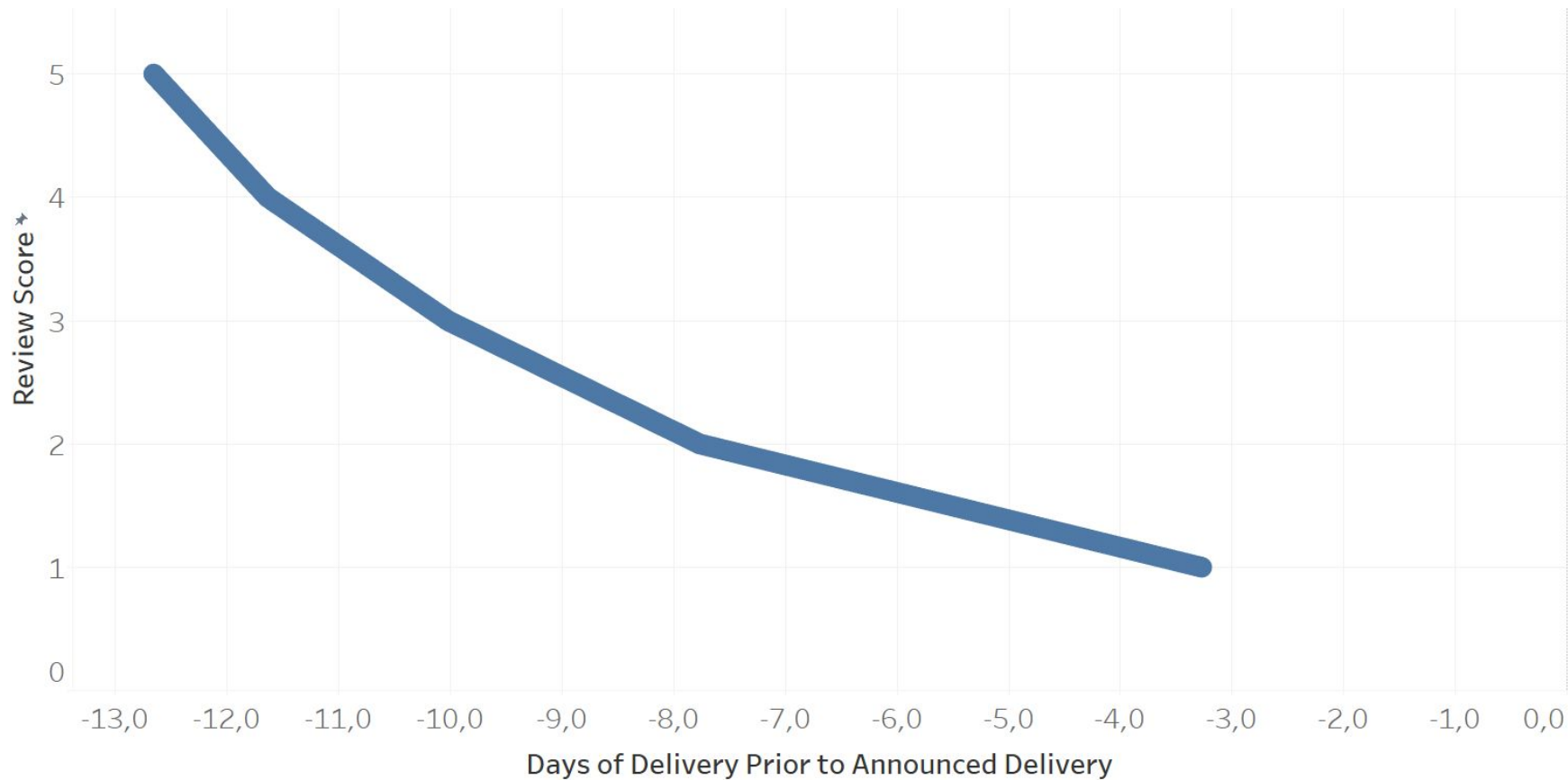
Magist overall delivery time:
12.6 Days

Magist (n=96592)

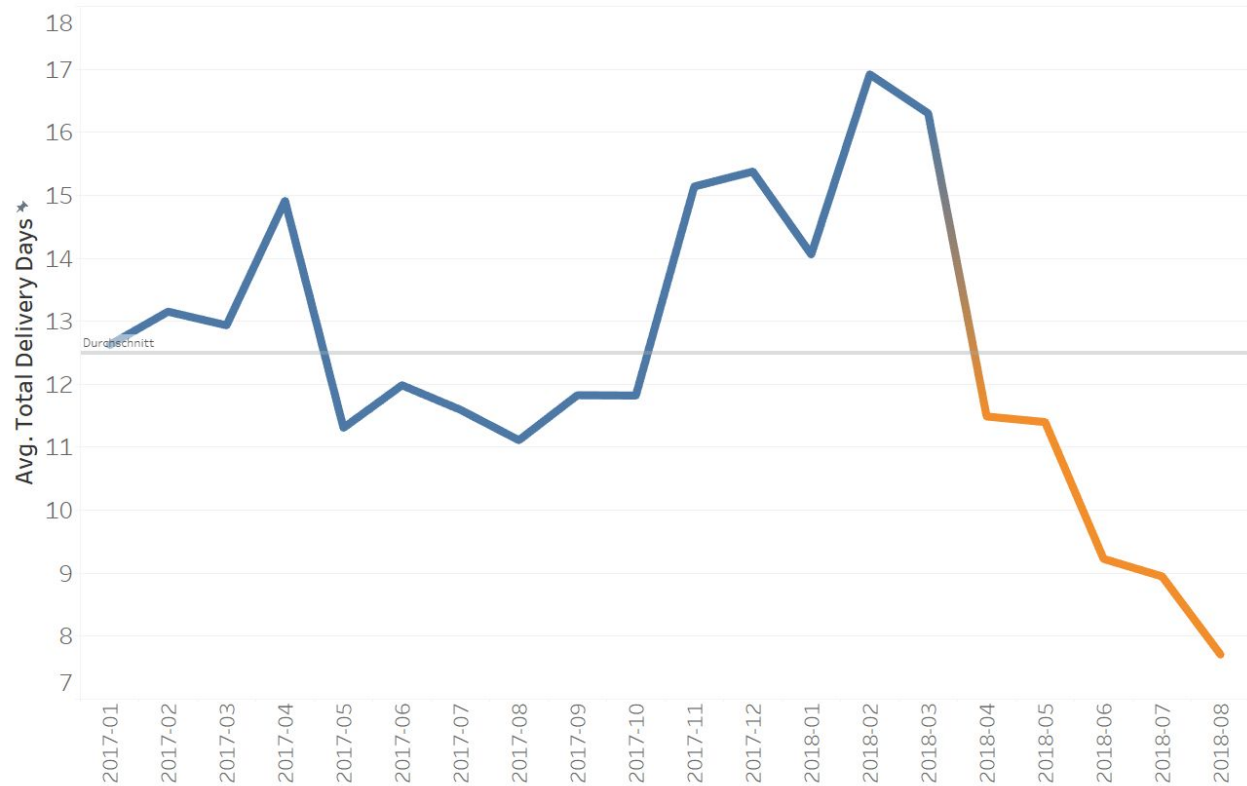
Magist's Delivery Times depend on Customers state



Earlier Delivery Makes Customers Happier



Magist's Delivery Times Improved in the Last 4 Months



RECO: Further inquiries needed before contract

1

+ Magist is a growing platform

— But not positioned in the premium tech segment.

➔ WHAT IS THEIR STRATEGY FOR THIS SEGMENT?

2

— Magist does not consistently outperform the market on delivery

+ Improvement in the last six months

➔ WHAT ARE THE REASONS BEHIND THE IMPROVEMENT?