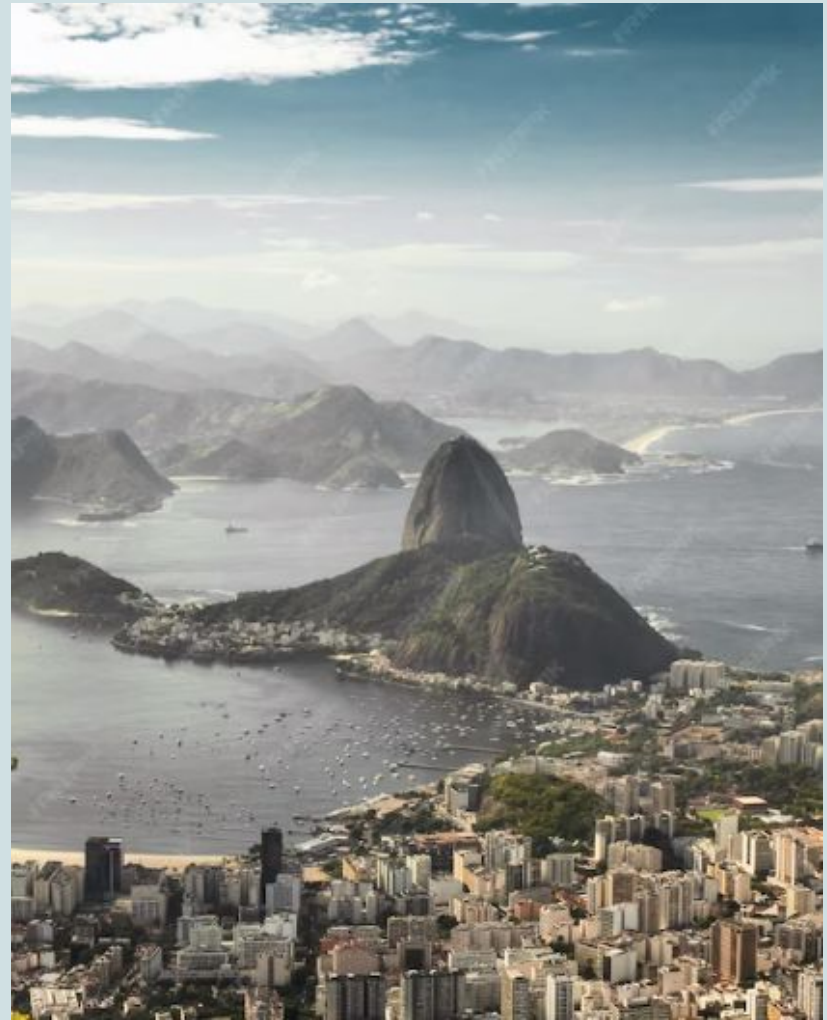

MAGIST & ENIAC:

Brazil's Tech Synergy?

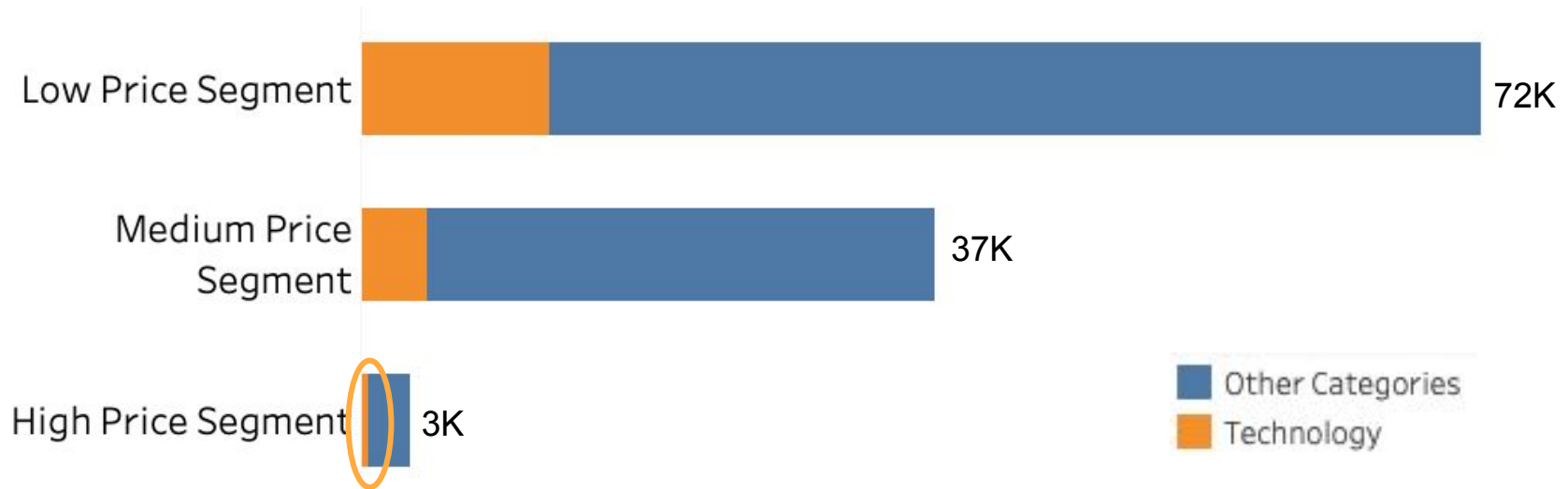


- Is Magist a good fit for High-End Tech Products?
- Are Magist's orders delivered on time?

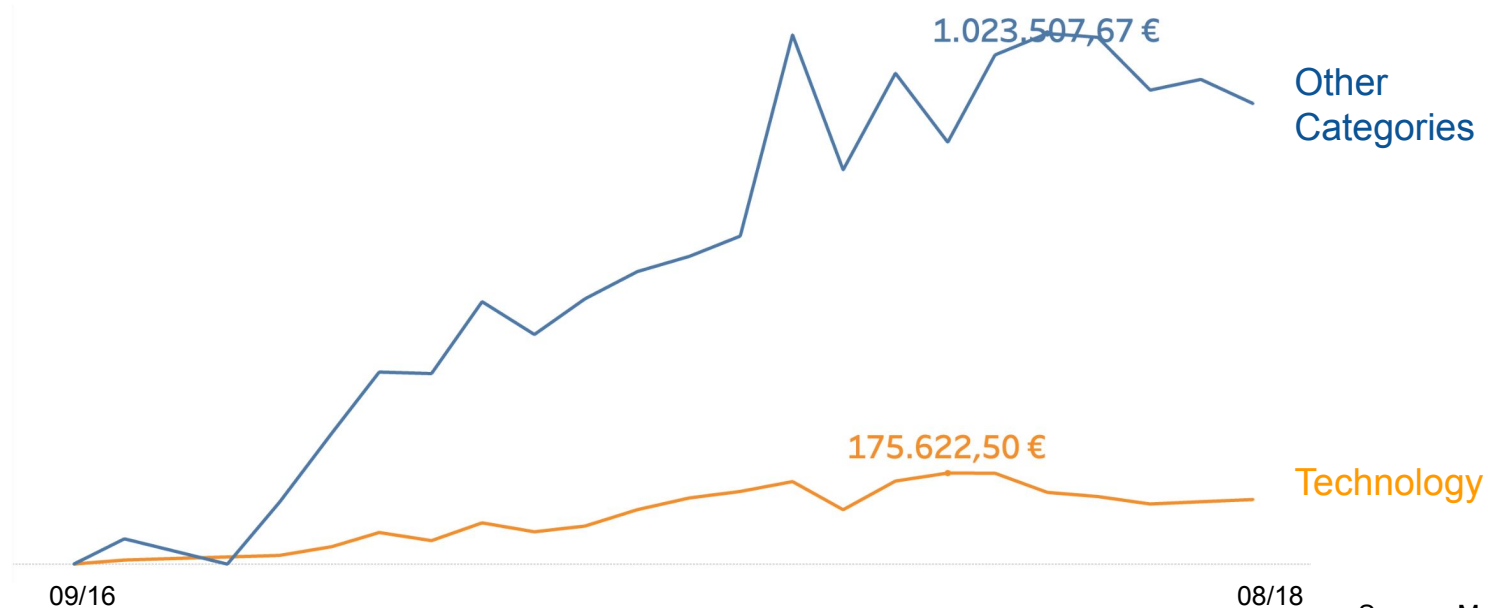
Is Magist a good fit
for **High-End Tech**
Products?



Less than 1% of all products sold were in the High-End Tech Segment



There is **no** relevant **increase** in **Tech sales**
over the last two years



Magist's yearly sale is **only 4%**
of Eniac's yearly sale

MAGIST
Tech Revenue
2017 - 2018
€0.6M

ENIAC
Revenue
2017 - 2018
€14M

Are Magist's orders
delivered on time?



9% of all orders are delayed

On Time vs Delayed orders



Delivery times are too long compared to other companies as Amazon




One-Day-Delivery

Amazon Prime members in Brazil can even enjoy free and fast shipping across the country.

Recommendation:

Identify new partners in the Brazilian market

- With a pronounced focus on Tech products
 - Based on a thorough market analysis

The background of the slide is a landscape photograph. The bottom half shows a dense, green field of low-lying plants, possibly a crop field. The top half shows a bright blue sky with scattered, wispy white clouds. The text is centered in the upper half of the image.

Thank you for your attention
Info contact data@eniac.com

Appendix

General assumptions

- **Data in 09/18 and 10/18** are not complete yet (assumption should be verified)
- The **technology segment** contains the categories: informatica acessorios, pcs, tablets-impressao-imagem, telefonia, eletronicos, audio, cine-foto, consoles-games
- The **high-end segment** contains products above 500 Euros