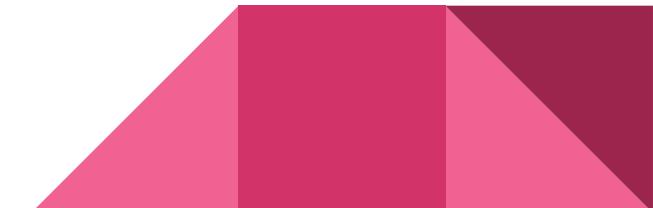
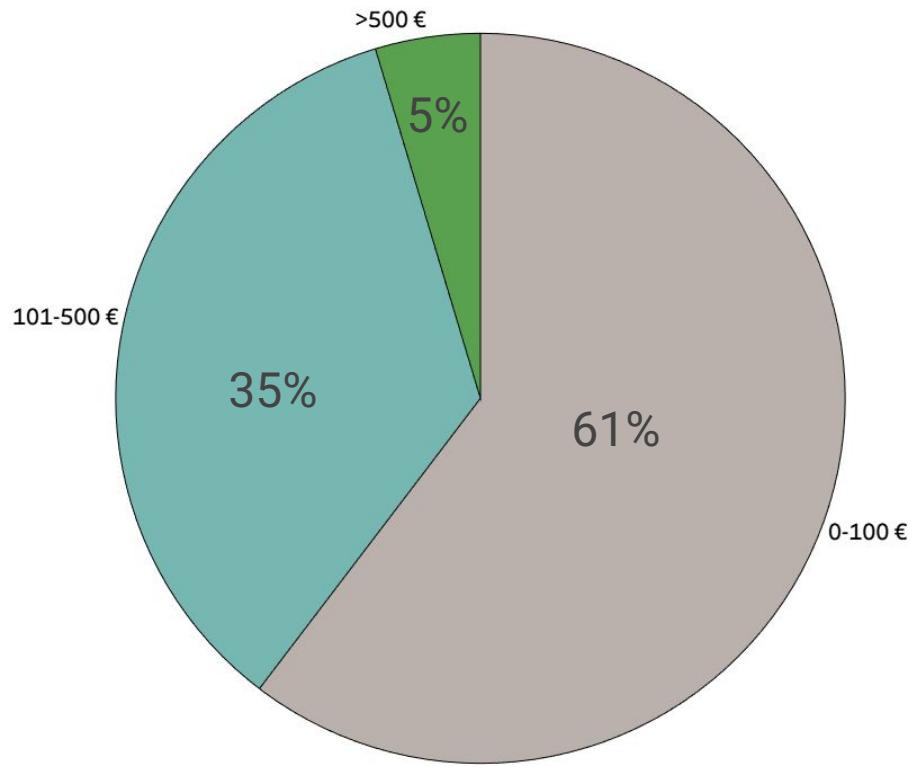


Should we sign on with Magist ?

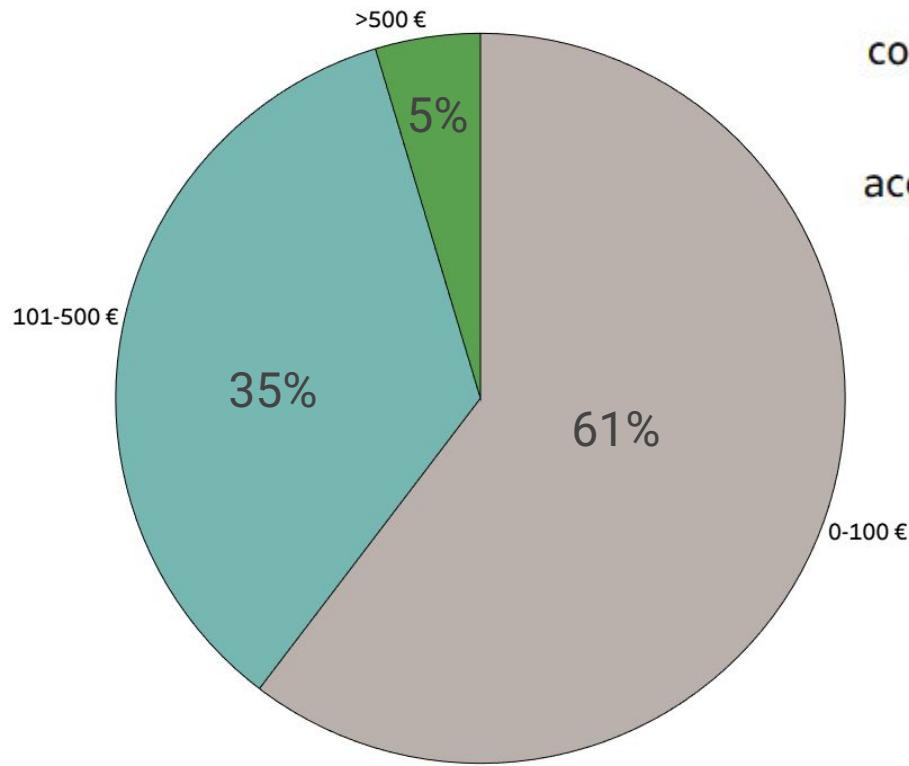
Question 1: Is Magist a good partner high-end tech products?

Question 2: Are deliveries fast enough?

The Magist Ecosystem - High End Tech ?

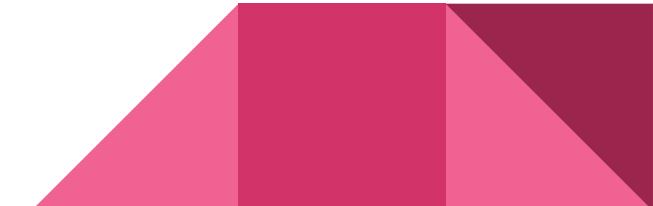
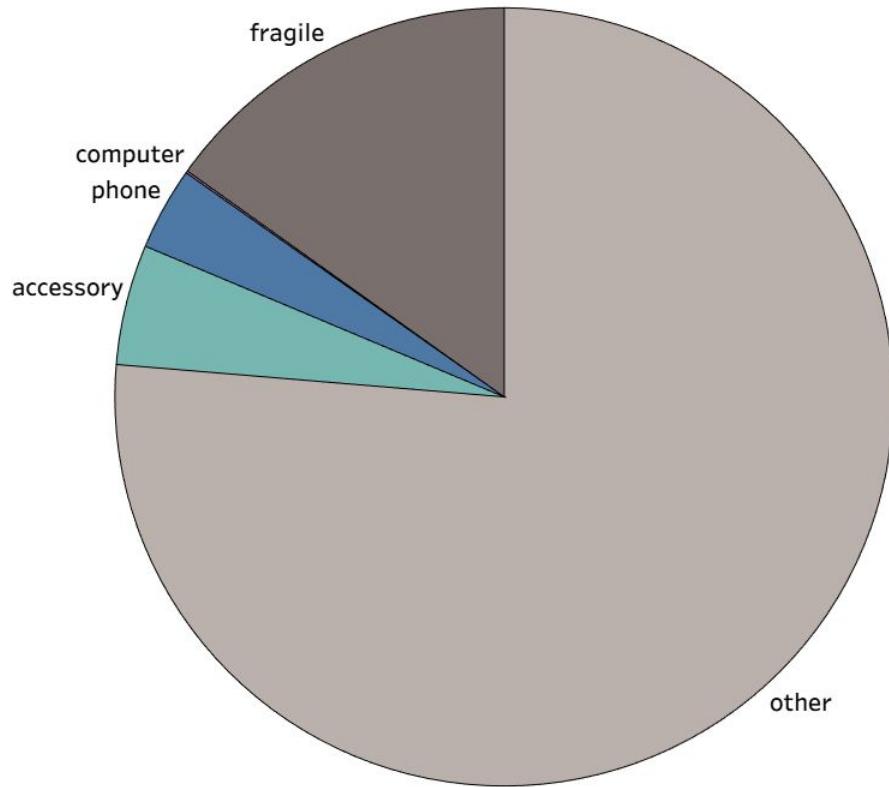


The Magist Ecosystem - High End Tech ?

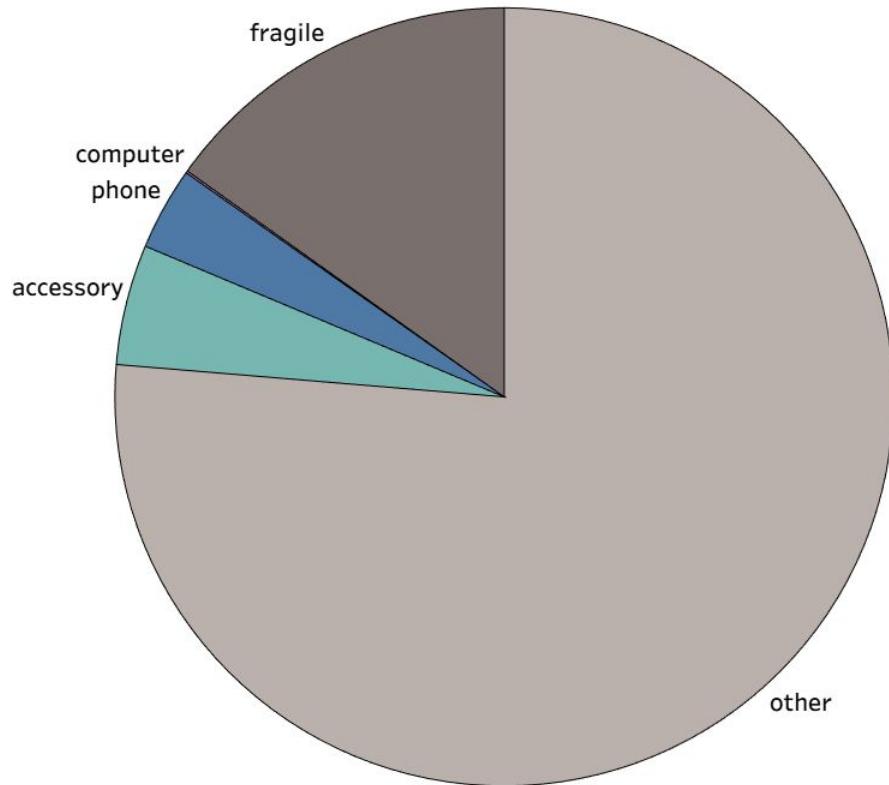


Eniac : 540€

The Magist Ecosystem - Any Tech at all ?



The Magist Ecosystem - Any Tech at all ?



There's not a lot of sellers fitting our profile on magist. So... Who are the sellers?

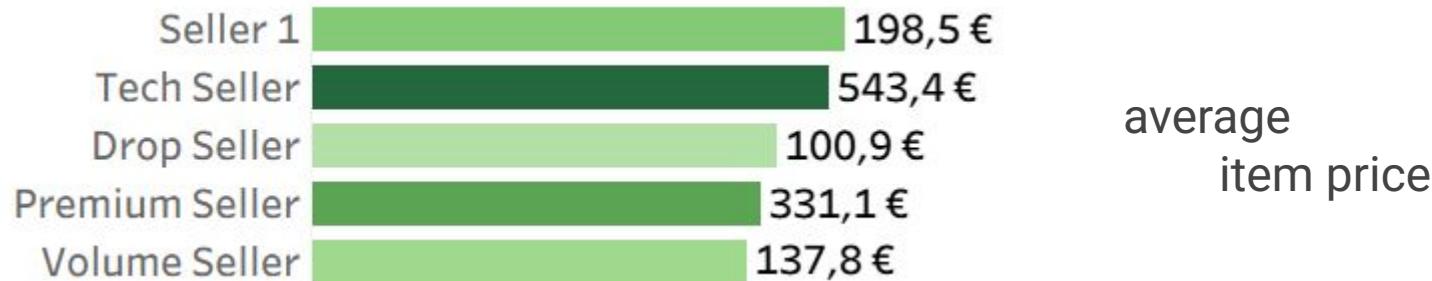
The Magist Ecosystem - Top 5 Sellers



The Magist Ecosystem - Top 5 Sellers



The Magist Ecosystem - Top 5 Sellers



The Magist Ecosystem - Conclusion

So is Magist a good partner high-end tech products?

Magist's environment is mismatched

- Low category prices
- Low category volumes
- Low quality traders

The Magist Ecosystem - Conclusion

So is Magist a good partner high-end tech products?

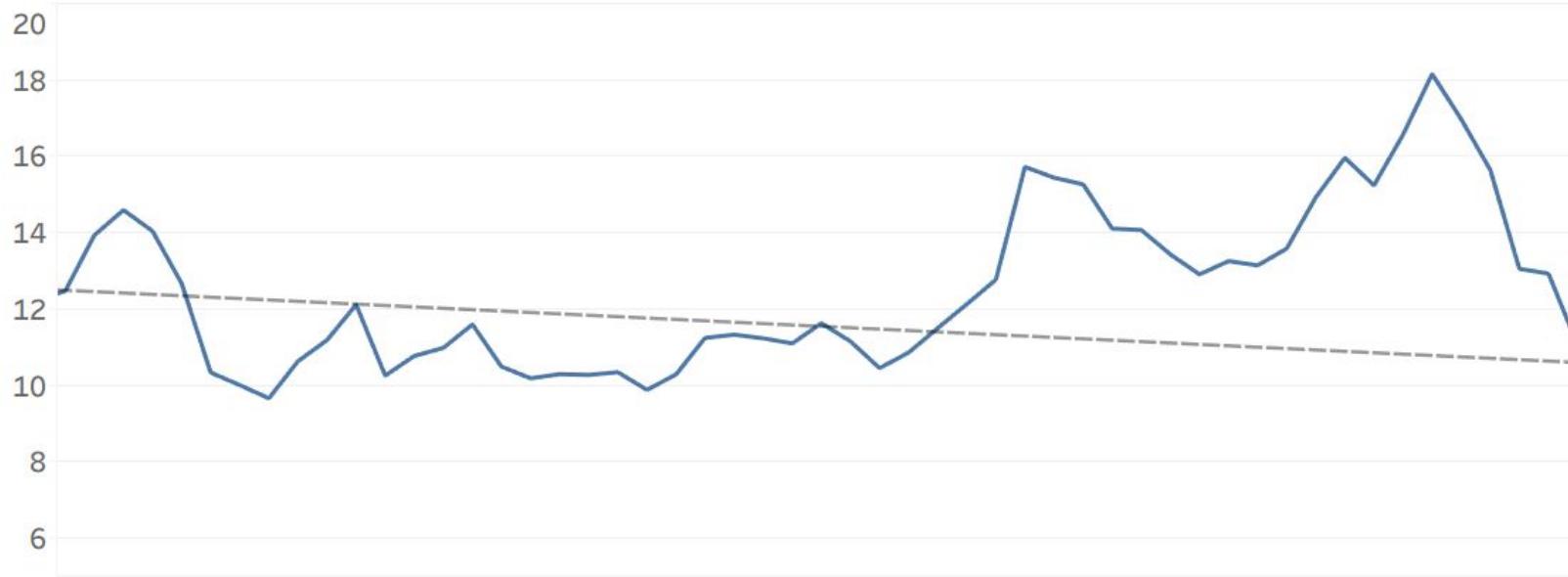
Magist's environment is mismatched

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BUT

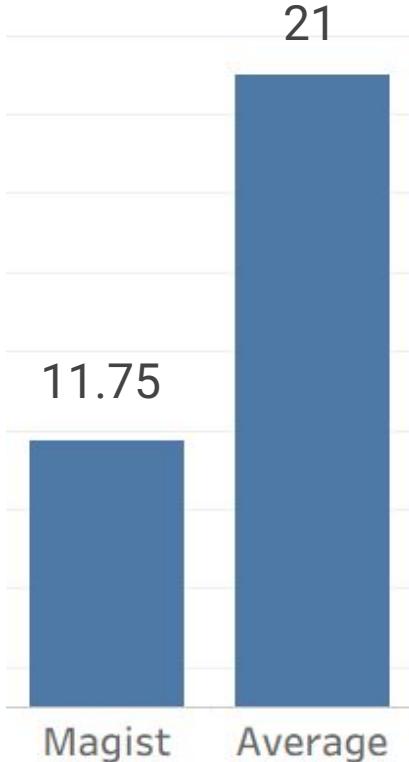
- Sellers with matching profile do exist
- And they are doing well, even if volume is low

Deliveries - are too slow



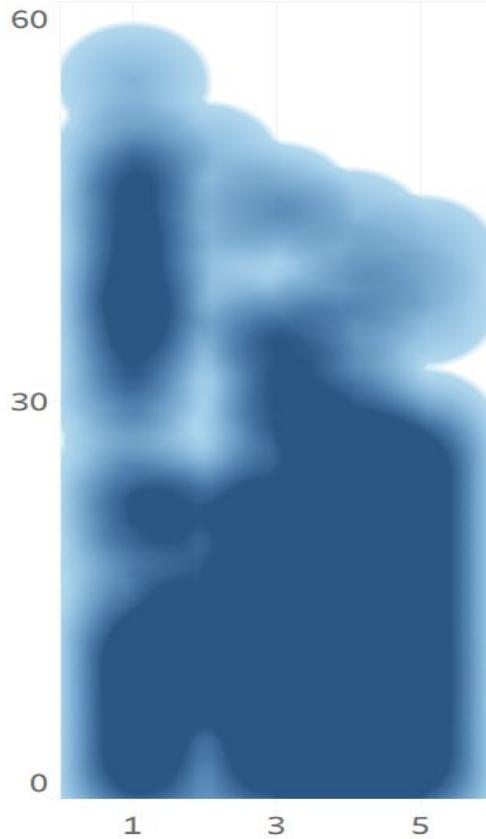
Average Delivery Time
04.2017-03.2018 11.75

Deliveries - are too slow, or are they?



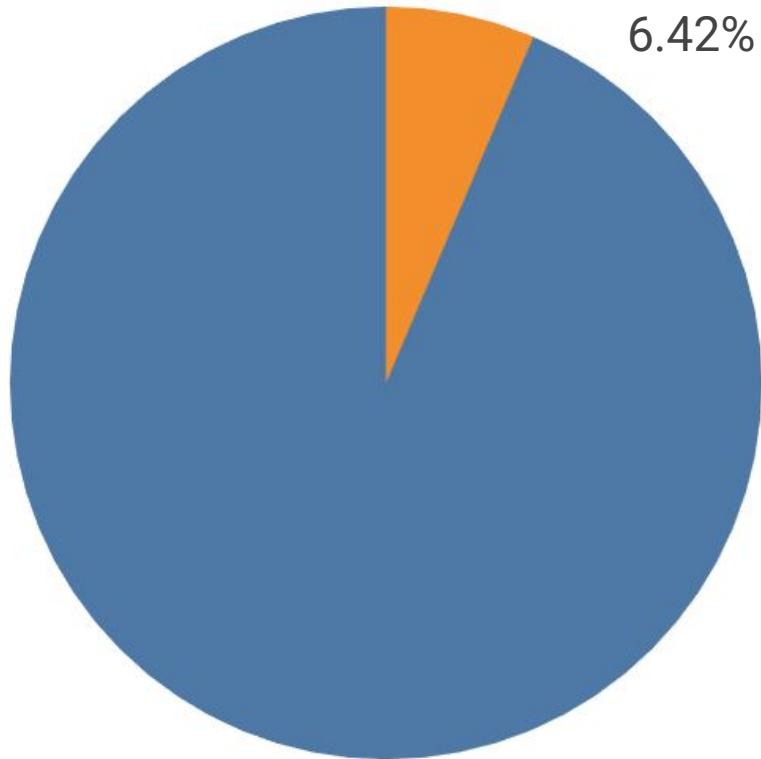
long delivery times are likely systemic to
the brazilian market

Deliveries - are too slow, or are they?



further supported by customer satisfaction drop only after around 30 days

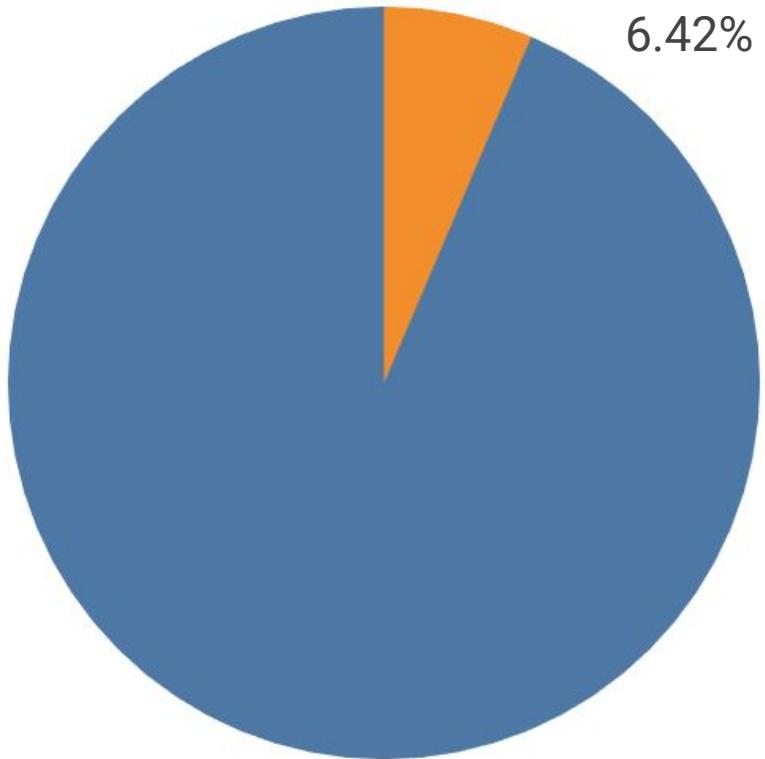
Deliveries - most are on time



6.42% late

93.58% on time

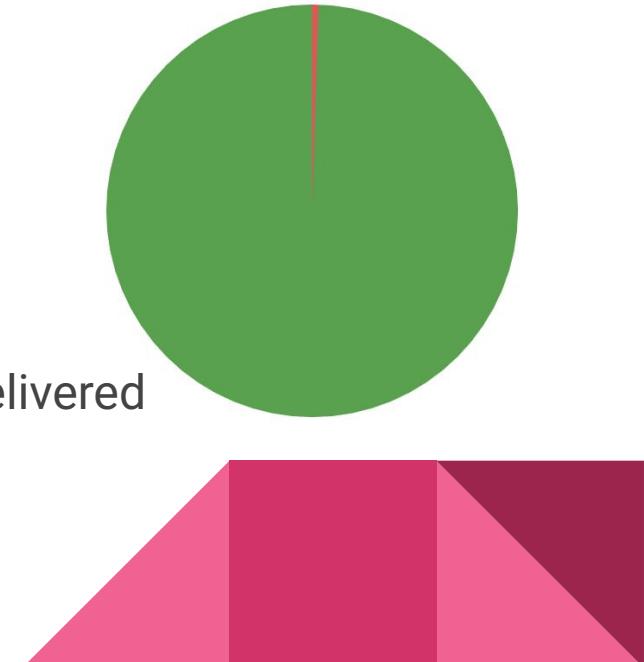
Deliveries - most are on time



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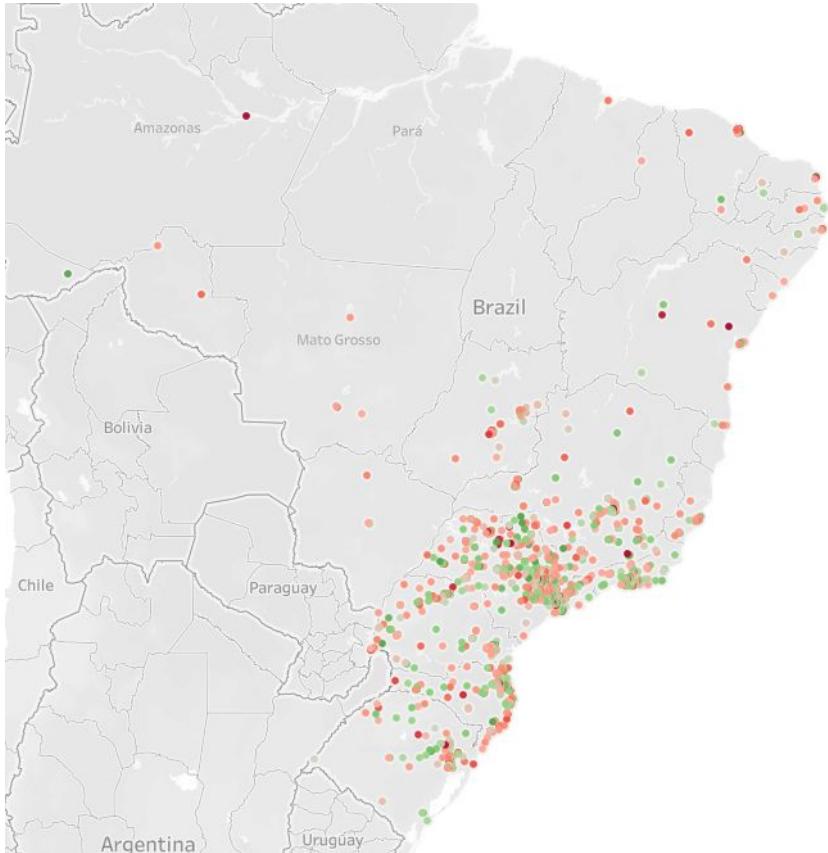
93.58% on time

0.49% canceled



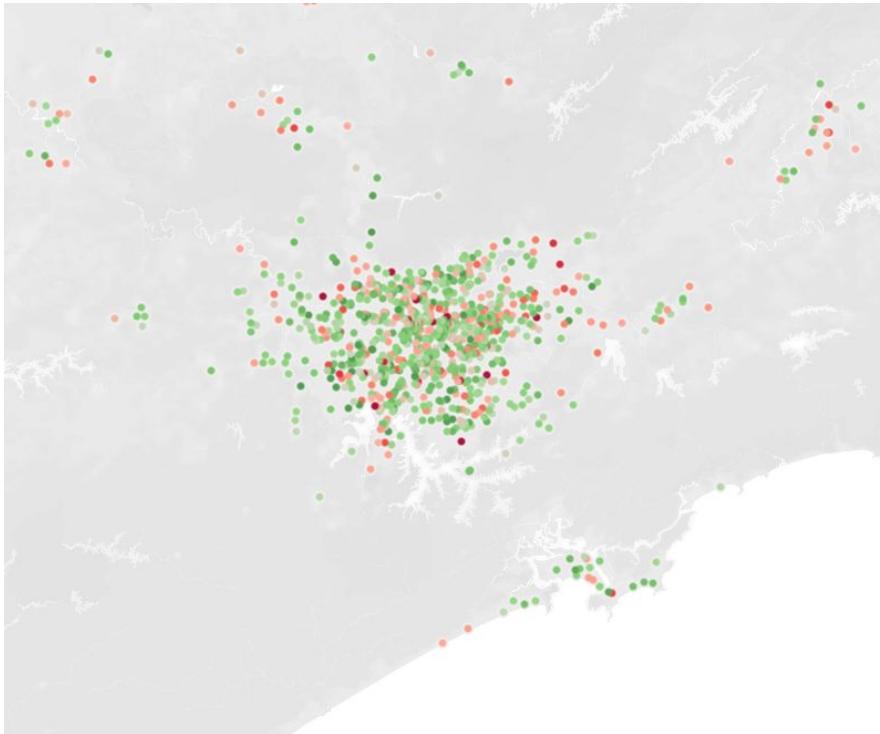
99.51% delivered

Deliveries - geographical challenges



Magist deliveries mostly in the south,
but this is where we want to be.

Deliveries - geographical challenges



Magist deliveries mostly in the south,
but this is where we want to be.

average delivery time by city



Deliveries - Conclusion

- Deliveries are not fast enough for a premium brand that uses fast shipping as a key customer-happiness lever.

Deliveries - Conclusion

- Deliveries are not fast enough for a premium brand that uses fast shipping as a key customer-happiness lever.

BUT

- Most deliveries are on time
- Most deliveries arrive
- Brazilian market is more tolerant

Recommendation

Magist is not an optimal partner for high-end accessories and tech.

- not specialized in tech or high-end items
- deliveries are not fast enough for brand fit

Singing with Magist could risk brand image,
but there are ways to move forward.

Recommendation - 3 Options

If fast delivery is essential even in the Brazilian Market:

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- Option 1: Hybrid solution - use Magist only for store & warehouse management / order management , with shipping done independently

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If fast delivery is essential even in the Brazilian Market:

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Recommendation

If fast delivery is essential even in the Brazilian Market:

- Option 1: Hybrid solution - use Magist only for store & warehouse management / order management , with shipping done independently
- Option 2: Regional launch - use Magist, but only regionally in Sao Paulo, expand outward without Magist.
- Option 3: Negotiate special conditions. Magist must guarantee improved delivery performance for Eniac, at a premium if necessary.