



The Future of Eniac: Entering the Brazilian Tech Market!

Exploring new opportunities. Assessing market potential. Strategic partnership with Magist.



3 Key Questions for Brazilian Expansion

1

Market Demand

Tech product popularity in Brazil?

2

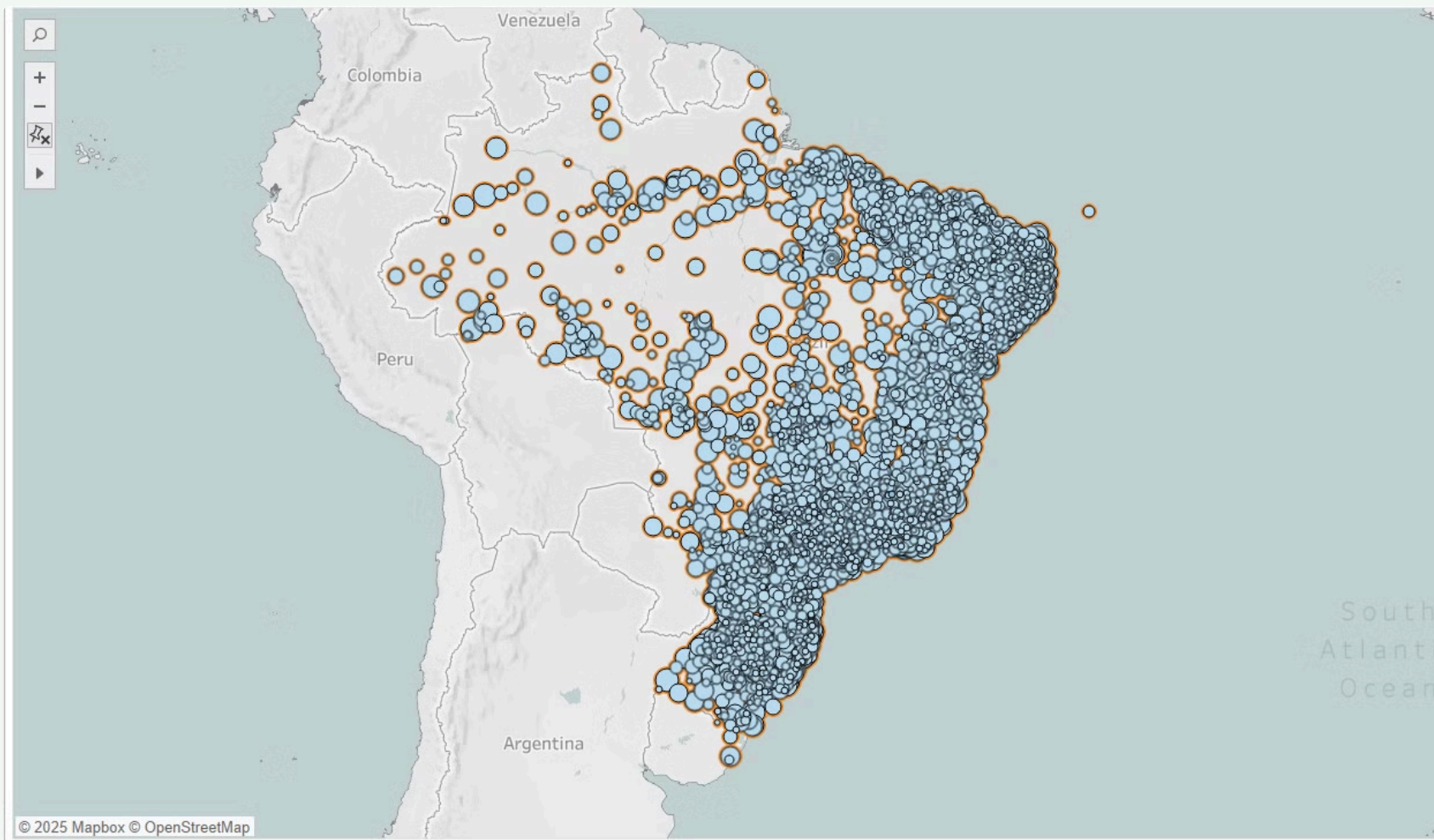
Delivery Speed

Can Magist deliver on time?

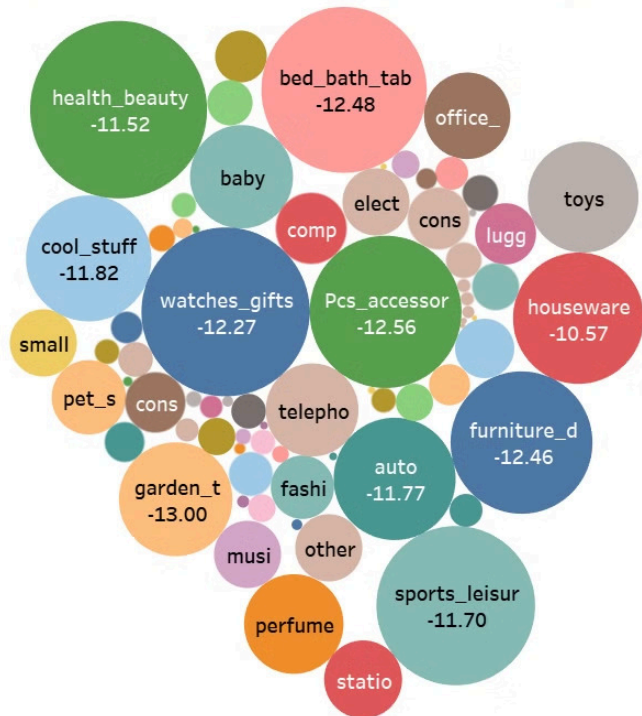
3

Partnership Fit

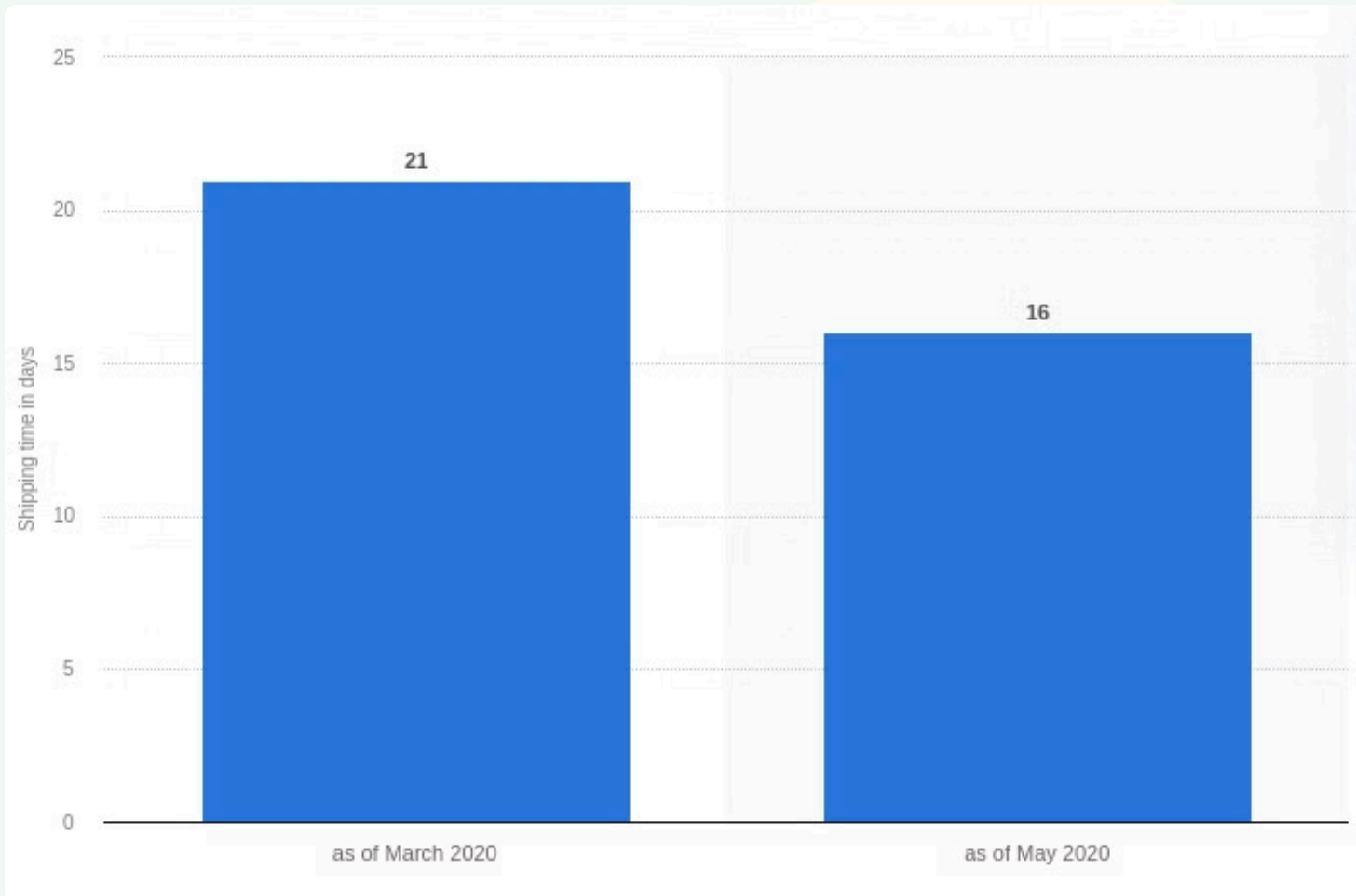
Is Magist a good partner for Eniac?



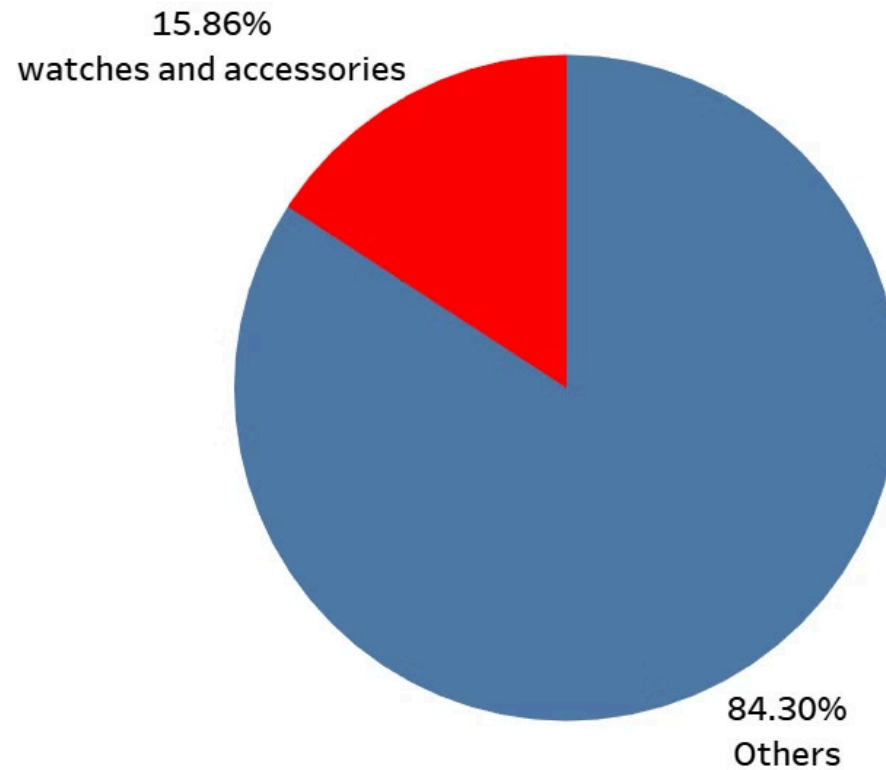
- Tech product are way in demand among Magist's customers
- There is no big difference in the processing time between all categories



Average delivery time for an online order in Brazil as of March and May 2020



The portion of only watches_gifts and computer_accessories sales to total sales in Magist market is about 16%, which is pretty high!



Others Set

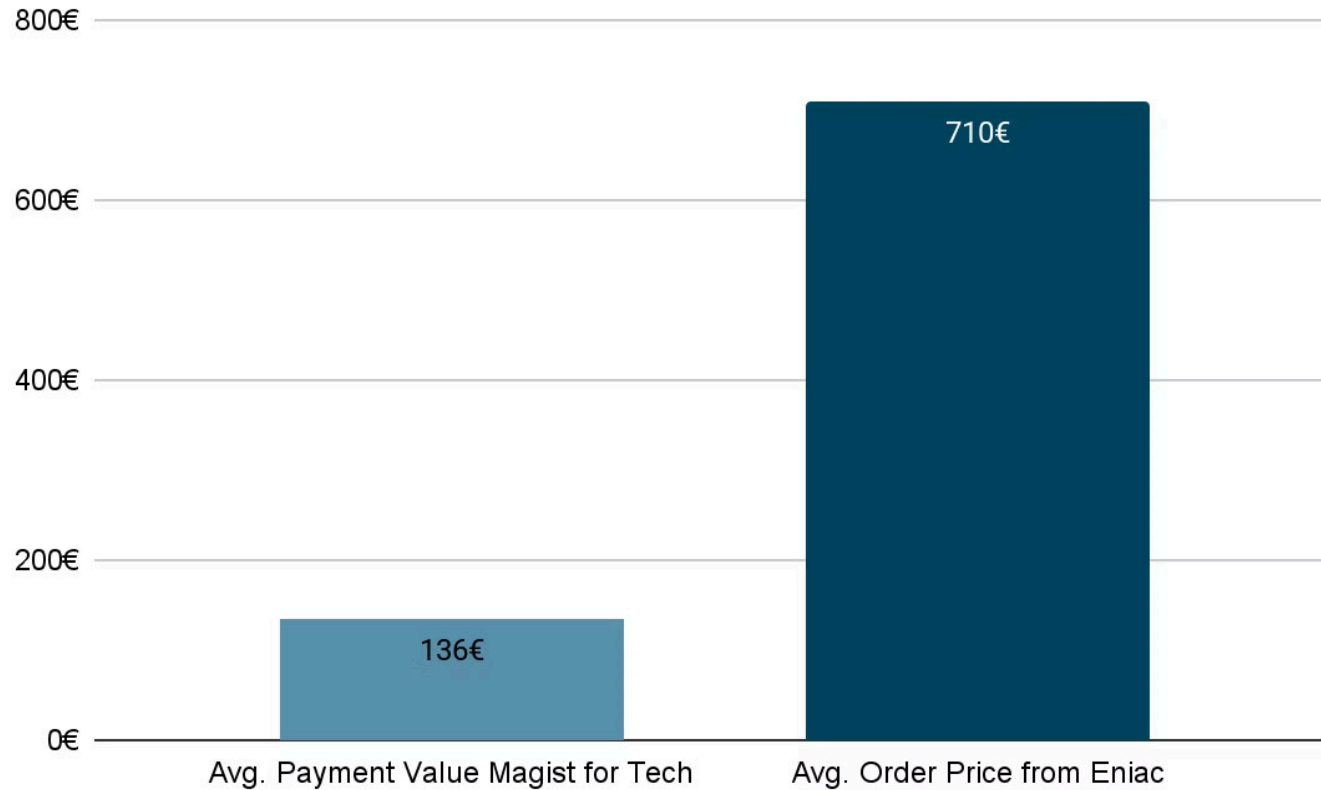
Others

watches and accessor..

% of Total SUM(Payme...

100.17%

Affordable Apple-Products for Brazil



Discount offer for our customers in Europe:

“Trade in your old Device, get a discount on your new!”

Check & Refurbish Products for Brazilian Market

Selling Refurbished Apple-Products with limited warranty in Brazil for a competitive Price!



Key Takeaways

Market Opportunity

Tech products are popular in Brazil.

Partnership Potential

Magist could be a good partner with faster delivery.

Pricing Strategy

Affordable price with refurbished products and limited warranty