

Right time to invest in Brazilian market



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Country	Smartphone Users	Total Population	Smartphone Penetration
United States	276.14 million	338.28 million	81.6 %
Brazil	143.43 million	215.31 million	66.6 %
Growth Rate	forecast for next 5 years		6.6 %

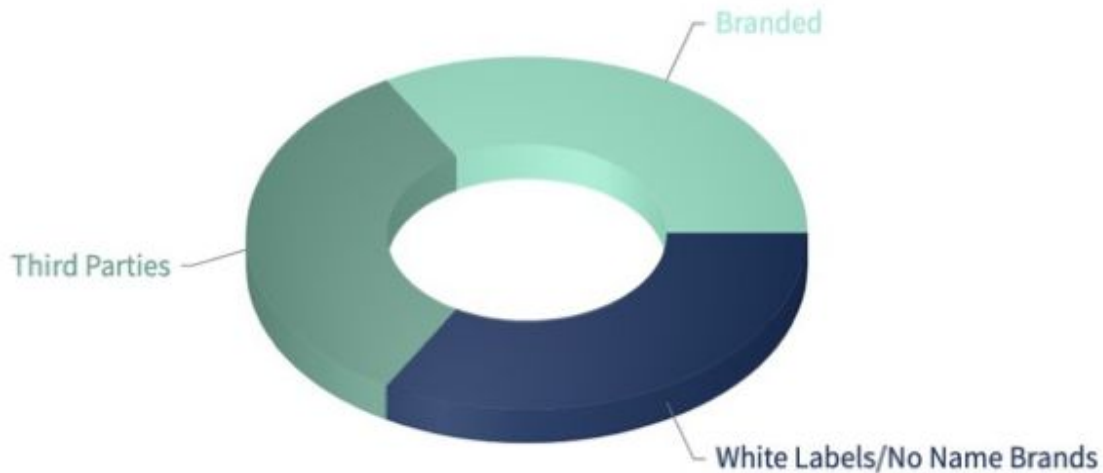
Consumer electronics revenue	in 2024	USD 27,394.0 million
Consumer electronics revenue	in 2030	USD 39,197.1 million
Growth Rate	forecast for next 5 years	7 %

We are focusing on 3 key points

1. Product availability
2. Delivery time
3. Customer satisfaction

Branded products are still less than 40% in the market

Brazil Mobile Phone Accessories Market Segments



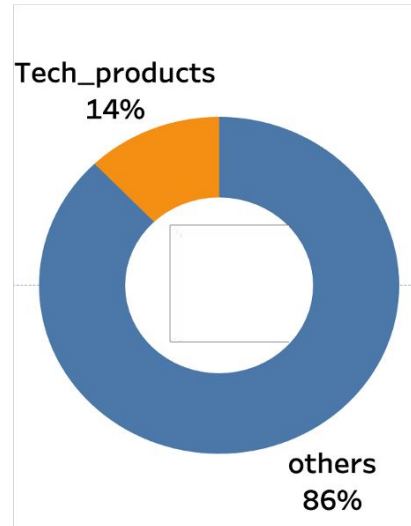
Source : Next Move Strategy Consulting

Number of Tech products need to increase

Number of products

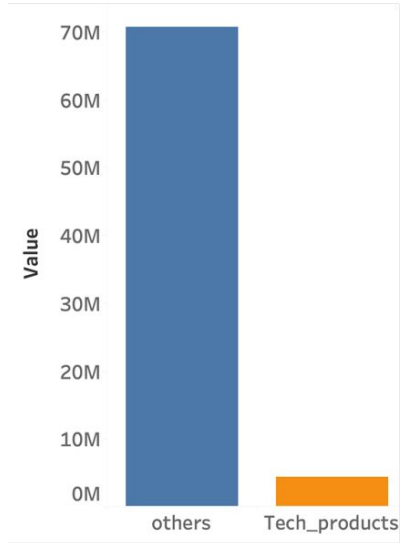


Percentage of Tech product



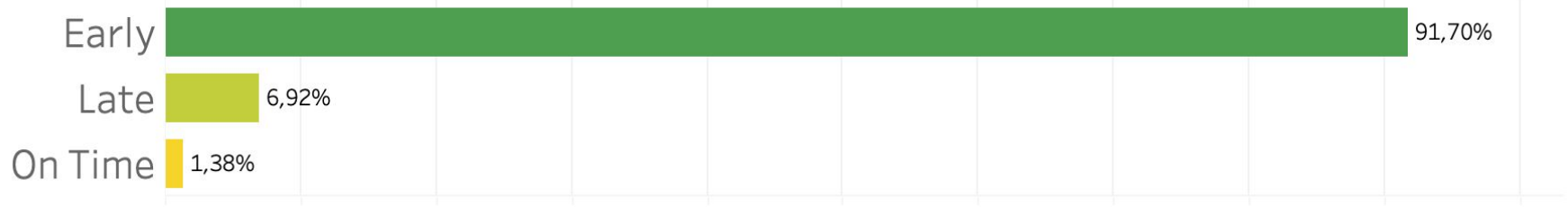
Tech products revenue can be improve

Total revenue



Magist's delivery is going through the roof 🚀

DELIVERY STATUS



12, 5 days

Is the average delivery time

How are customers reacting to this?

O produto foi entregue muito antes do esperado. Ótima agilidade.



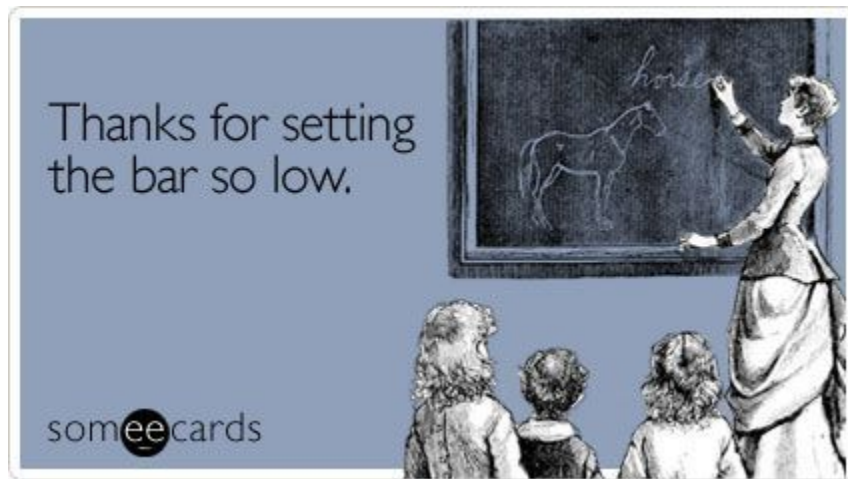
Muito bom!

A entrega foi super rápida!

Nota 10 pela entrega.

avg. estimated delivery time:

24 days



How happy are customers?

58 % of all ratings are 5 stars

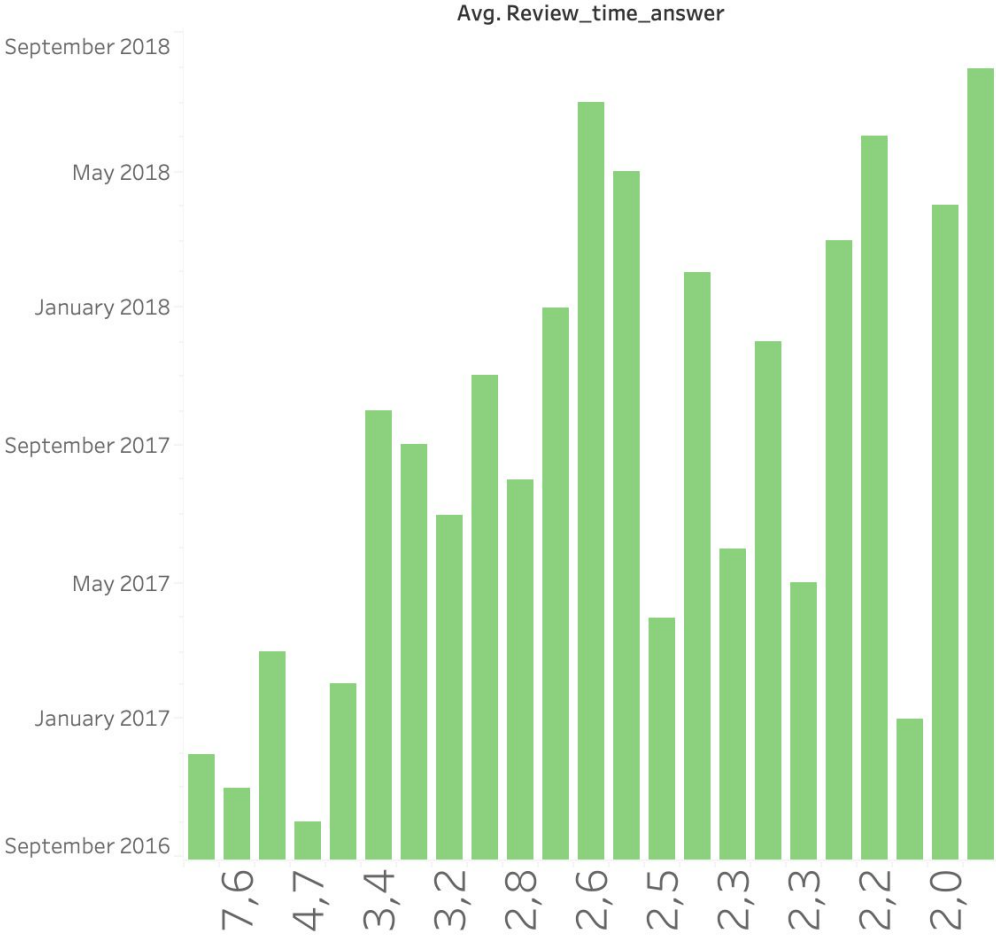
19 % 4 stars

8 % 3 stars

3 % 2 stars

12 % 1 star

Response time from customer support to reviews with 1 or 2 stars



Conclusions

We can make a big impact in the Brazilian market by improving

1. Boosting Tech products
2. Improving delivery time
3. Customer support response time



**Thanks
For
Your
Attention**