



PROJECT 01

WHY IS MAGIST NOT THE RIGHT PARTNER?

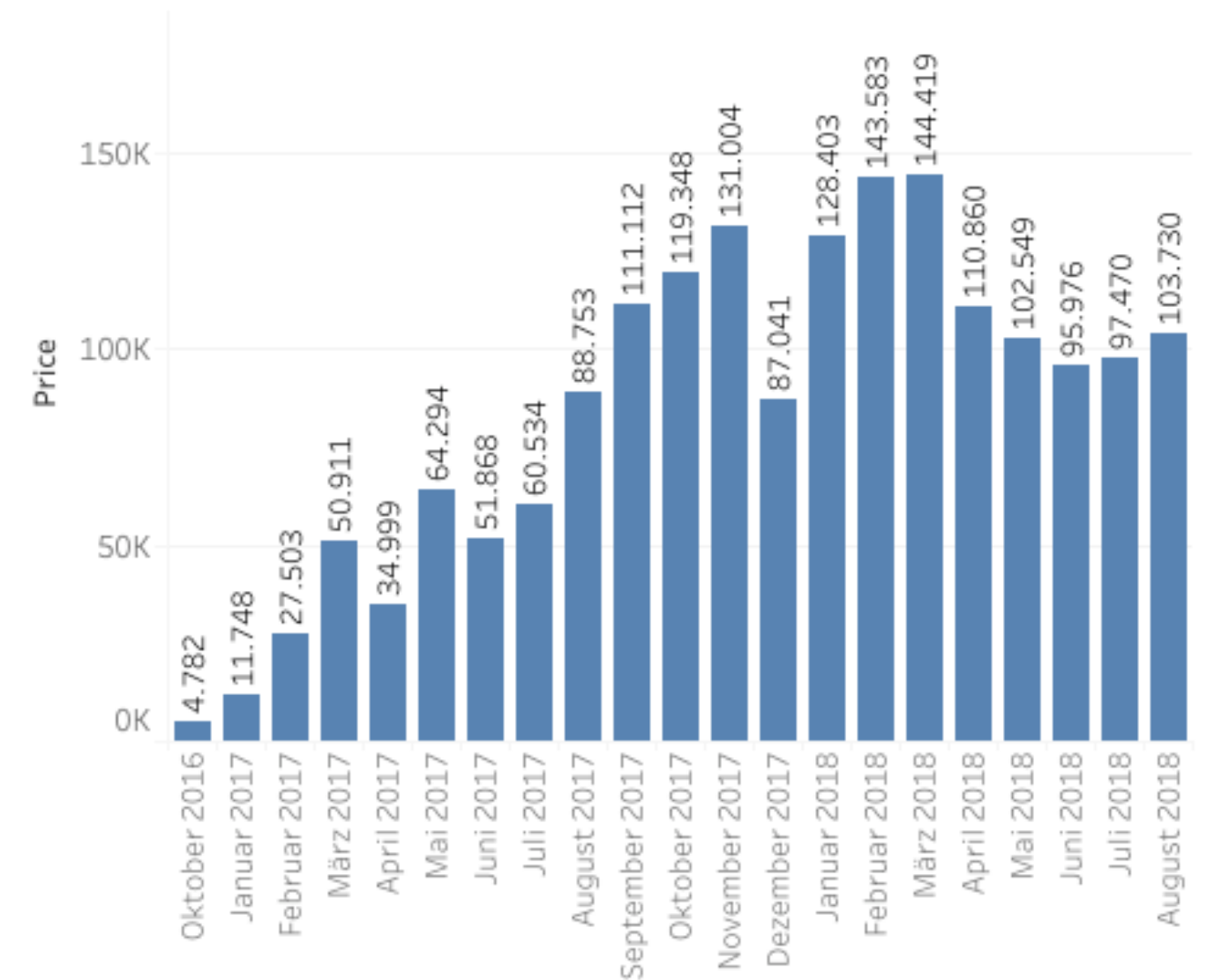
ENIAC'S EXPANSION INTO THE BRAZILIAN MARKET



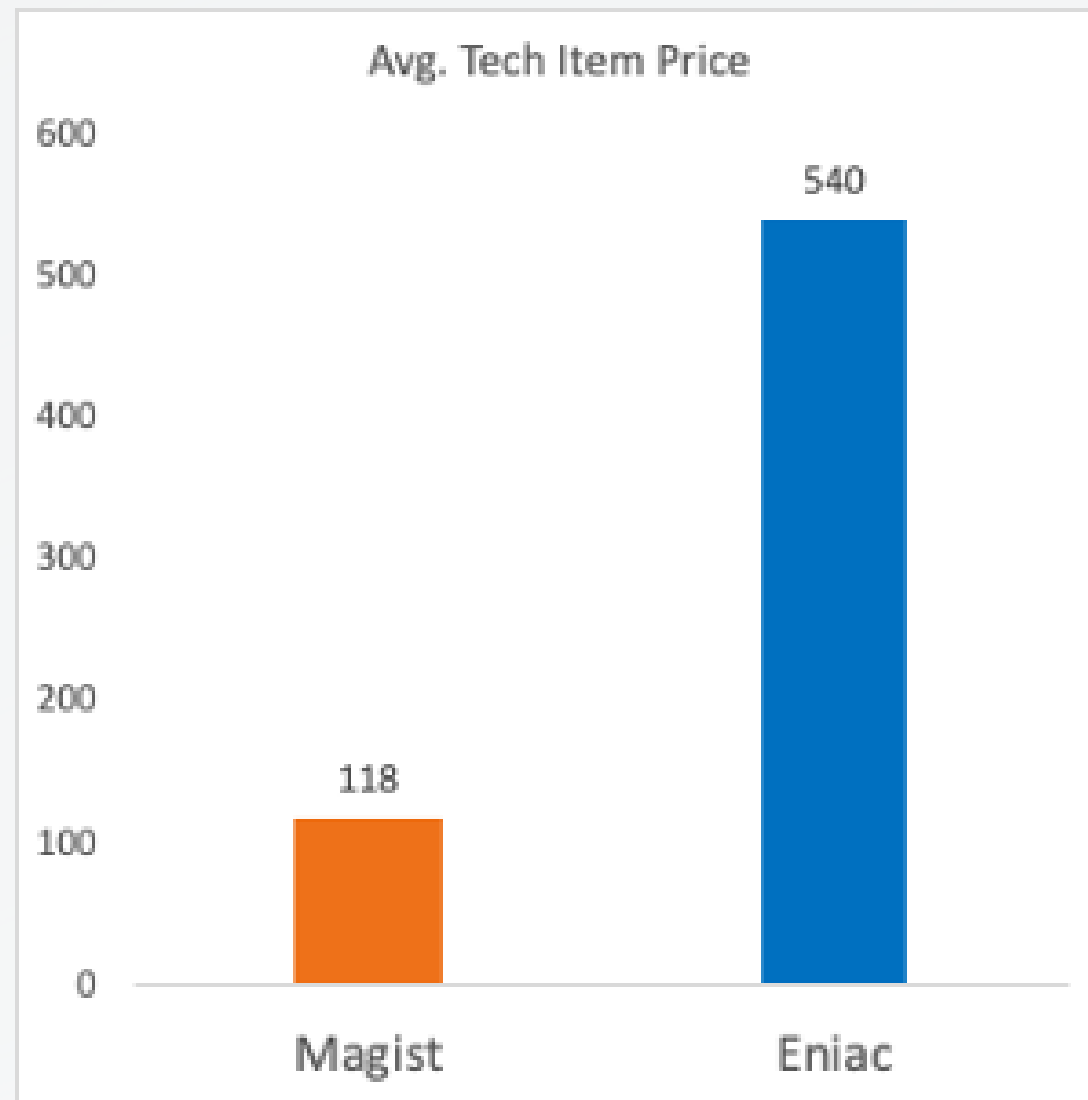
MAGIST REVENUE FROM TECH PRODUCTS SLOWS DOWN IN 2018

- Trailing 12 months revenue : **1.33 M Euro**.
- Tech is only **12.1%** of total Magist revenue.
- 2018 showed a declining growth in revenue.

Monthly Revenue from Tech Products

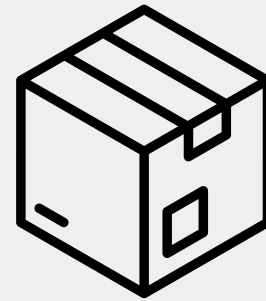


MAGIST IS NOT A GOOD FIT FOR HIGH-END TECH PRODUCTS



- Magist orders are far below Eniac's usual range.

SLOW DELIVERIES WHEN COMPARED TO COMPETITORS



The average delivery time of Magist is **12 days**.



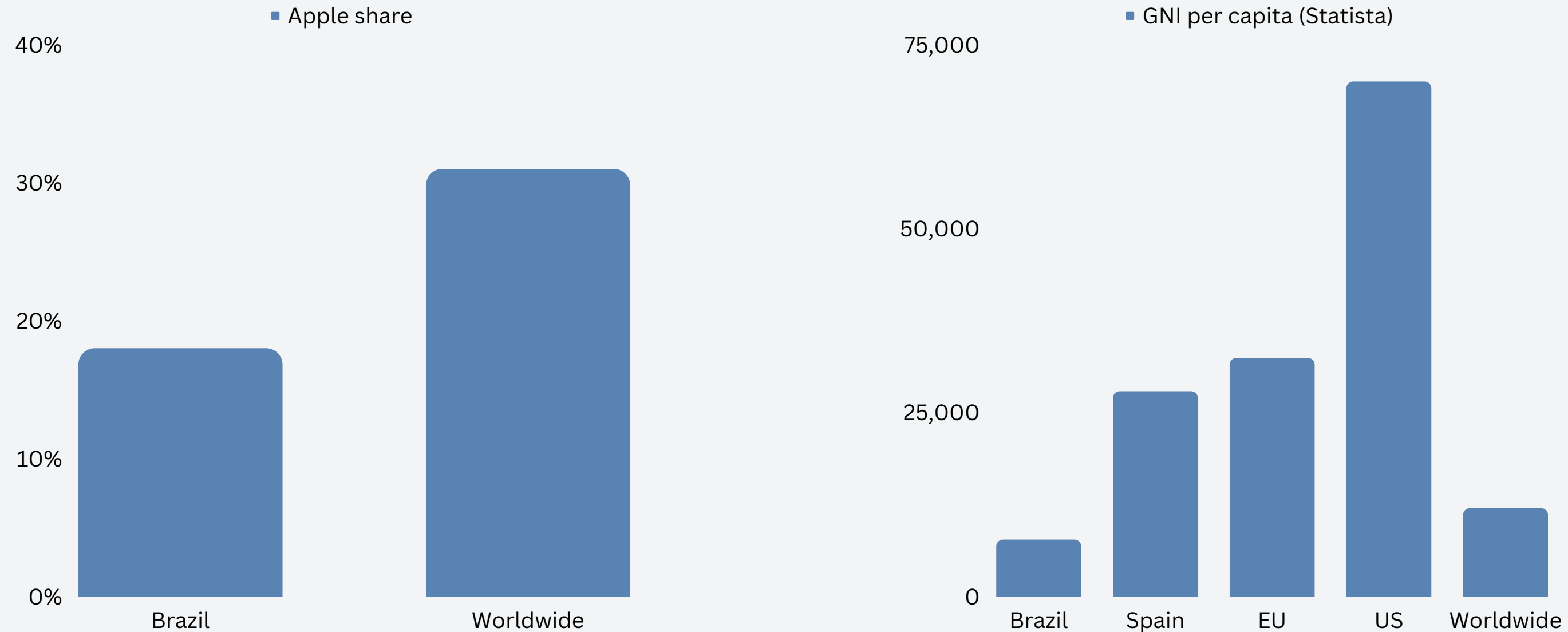
7% of orders were delayed.



For postal codes in São Paulo, Amazon and Apple provide next- and same-day delivery.



THE BRAZILIAN MARKET IS NOT A PROMISING MARKET FOR EXPANSION



- Brazil has lower than worldwide average in terms of Apple market share and national income.



KEY TAKEAWAYS

- Magist appears to be a platform unsuited for Eniac's expansion into Brazil.
- Estimated delivery time is generally too long.
- Magist focuses on low-cost products and deliveries.
- Slowing growth bodes poorly for future expansion.