

Strategic Partnership Eniac & Magist

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Our key points

Magist as a partner?

For our high-end products



What are they buying?

Customer's shopping tendencies

Final insights

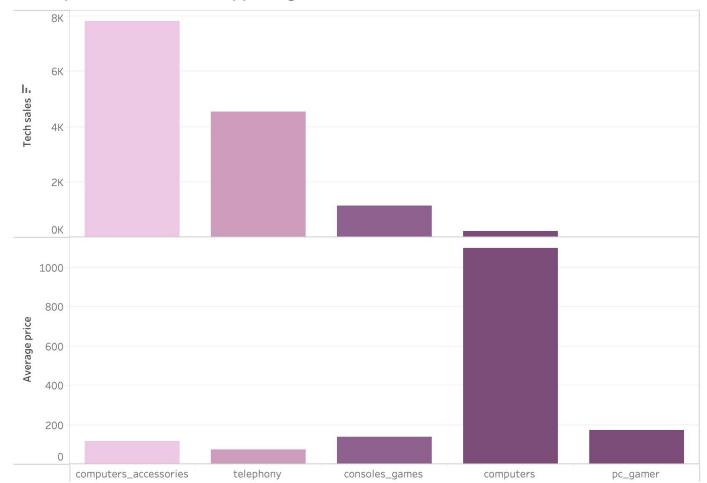
Deliveries

Are they fast enough?



Only ≈ 10% of tech related products

Are expensive tech sales happening?



Magist's customers are more attracted to cheaper products.

Computers (expensive) aren't doing so well for e.g.



of Magist is tech - oriented revenue

WE MADE €14M LAST YEAR!



Delivery time

≈ 12.5 days

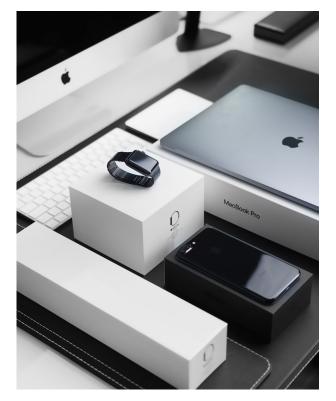
Compared to 16-17 days in Brazil

Around 90% of Magist's deliveries reach their final destination.



Final insights from our analysis

- Market alignment ightarrow not optimal
- Visibility concerns for our products.
- Revenue gap for tech.
- Sales performance → low for high-end products.



Other retailers as suggestions;

- Hotmart
- Kentro Servicos Digitais LTDA

Thank you!

