

Brazil: A Growing Market for Premium Tech Accessories

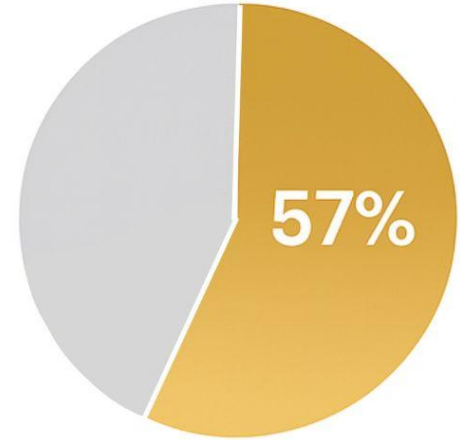
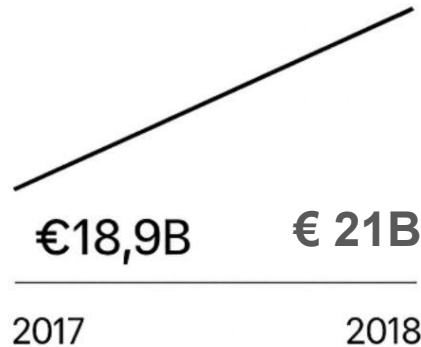


Kehinde | Kübra | Reza | Vennel

Why Brazil



**4th Largest
Internet Market
Globally**



Electronics

Internet penetration in Brazil reached 74% by 2018, with 29% of the population regularly shopping online.

Source:

- 1) <https://www.pagbrasil.com/blog/news/brazil-ecommerce-report-2018/>
- 2) <https://ecdb.com/resources/sample-data/market/br/all>
- 3) <https://www.kenresearch.com/industry-reports/brazil-ecommerce-market-report>



Products

Aligned with
ENIAC's premium
focus?



Sellers

Reliable &
professional?



Delivery

On-time &
customer-ready?

“Partnering with Magist, but only on our conditions.”

MAGIST PRODUCTS

Non-Tech

85.34%

Tech

14.66%

**ENIAC's
Average Price**

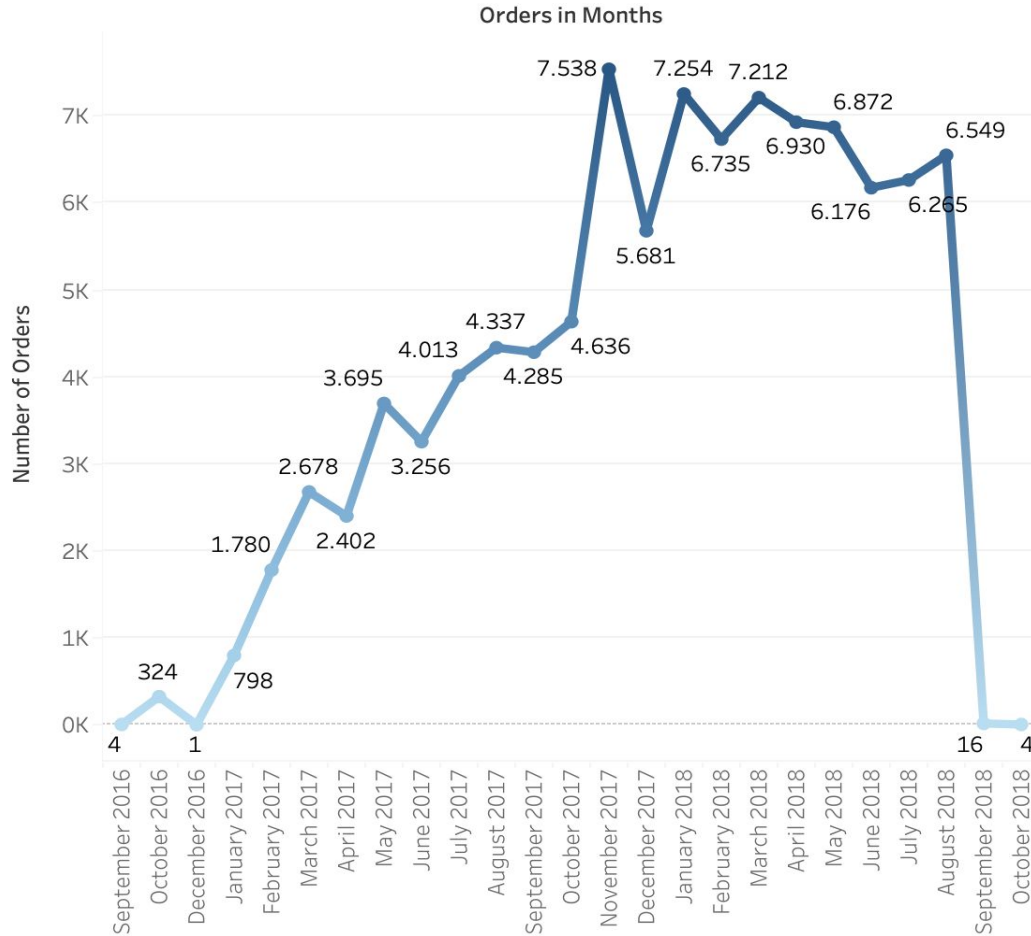
€540

**MAGIST
Average Price**
(tech products)

€133

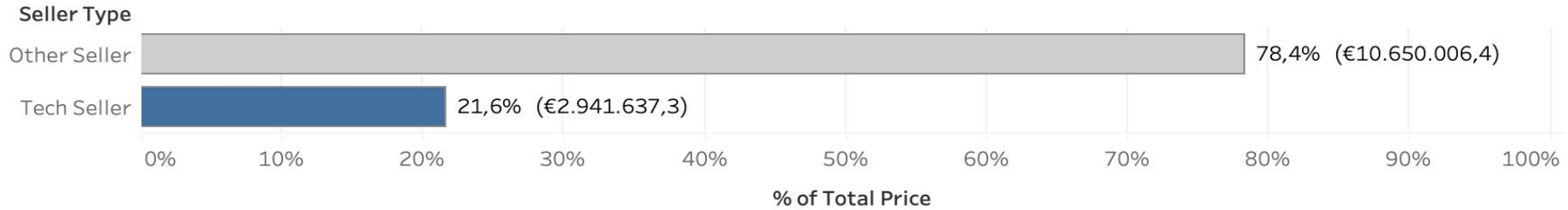
*Magist already has a **strong tech base** — a foundation to lift toward Eniac's premium range*

Number of Orders per Month



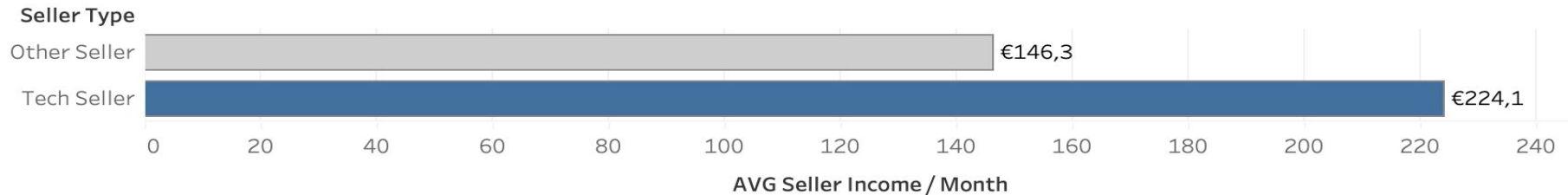
Magist shows
steady growth;
A proof of **rising
demand** in
Brazil's market.

Revenue by Seller Type



***Tech sellers are Magist's
growth engine.***

AVG Monthly Income per Seller



Reliable **delivery**, **satisfied** Customers!



12.5

Days AVG Delivery Time

92%

On Time Delivery

Products with bigger size are slightly more delayed in delivery

Pros & Cons of Partnering with Magist

✓ Pros



Brazil Market Entry



Strong Tech Sellers



Growing Demand



Delivery on Standard

⚠ Cons



Low-End Prices



Premium Mismatch

Strategic Conclusion– A Conditional Partnership

- ✓ Short 18-month initial contract
- ✓ Strict SLA enforcement for quality
- ✓ Focus on São Paulo & Rio (market entry hubs)



Partnering with Magist is not about chasing their market—it's about shaping it.

Appendix

Percentage of On Time Delivery

Tech Category



Percentage of Tech Sellers among All Sellers

Seller Category

Other Seller

85,07%

Tech Seller

14,93%

0%

10%

20%

30%

40%

50%

60%

70%

80%

90%

100%

Percentage of Total Sellers (%) ➤