


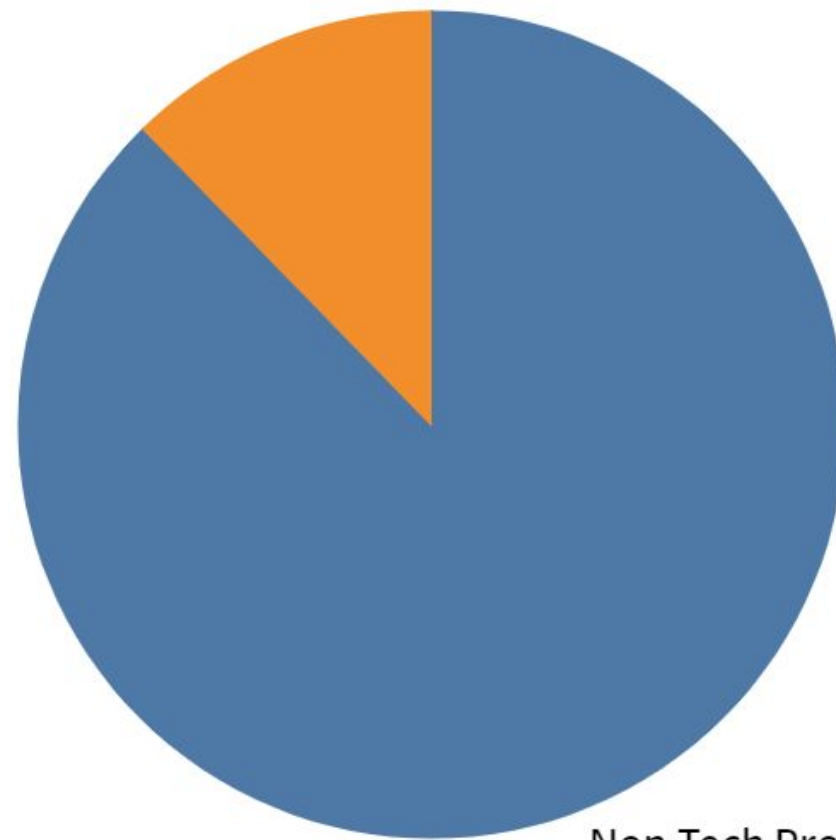


- 
- 
- Most of the customers rated Magist with 5/5
 - Magist delivers early
 - Magist has shown growth since 2016
 - **However**, we do not recommend Magist for the Eniac expansion to Brazil
 - Eniac focuses on a tech-only catalog
 - We have high average product prices
- 

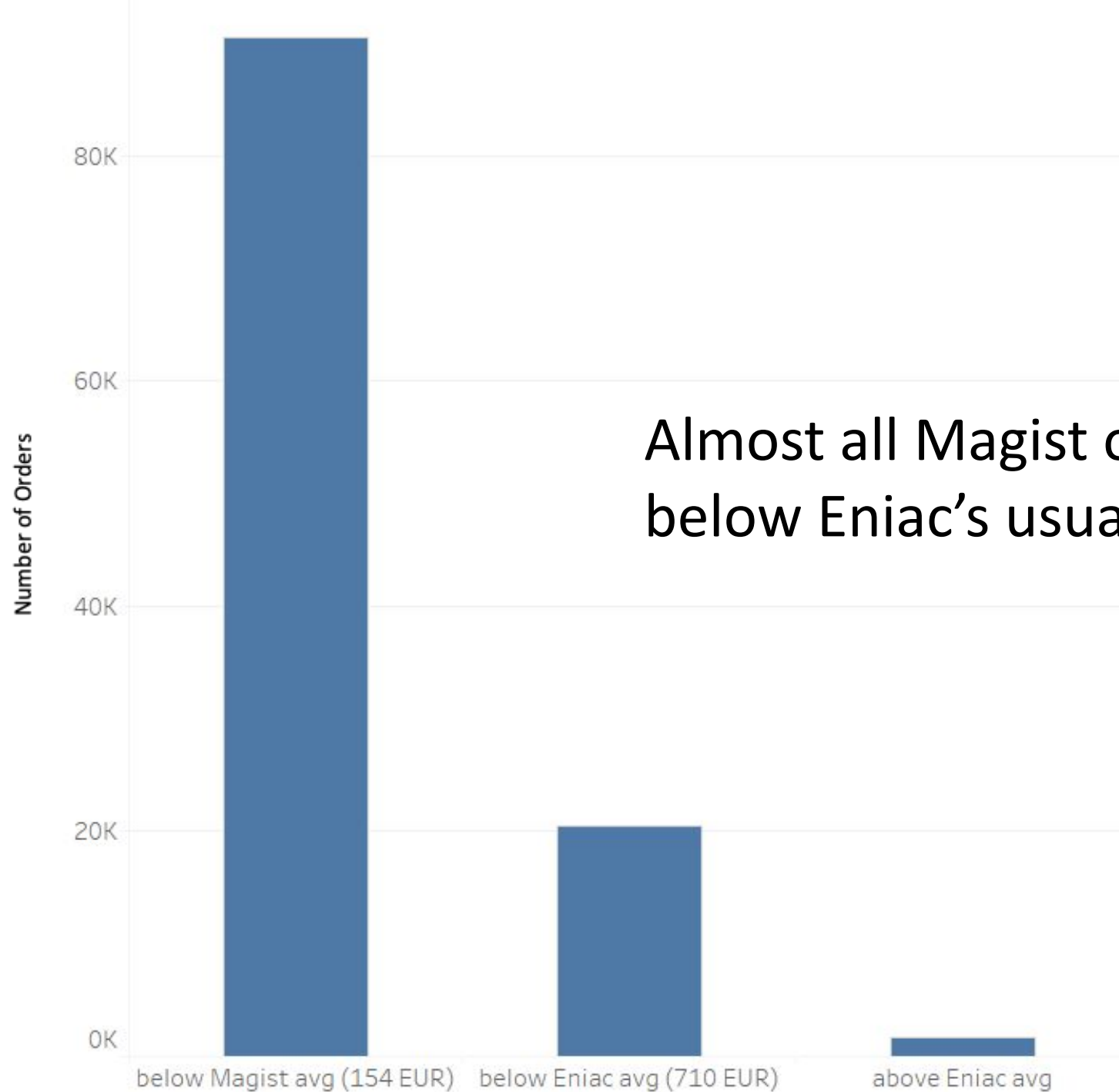
88% of sales
come from Non-Tech products

Tech Products
12%



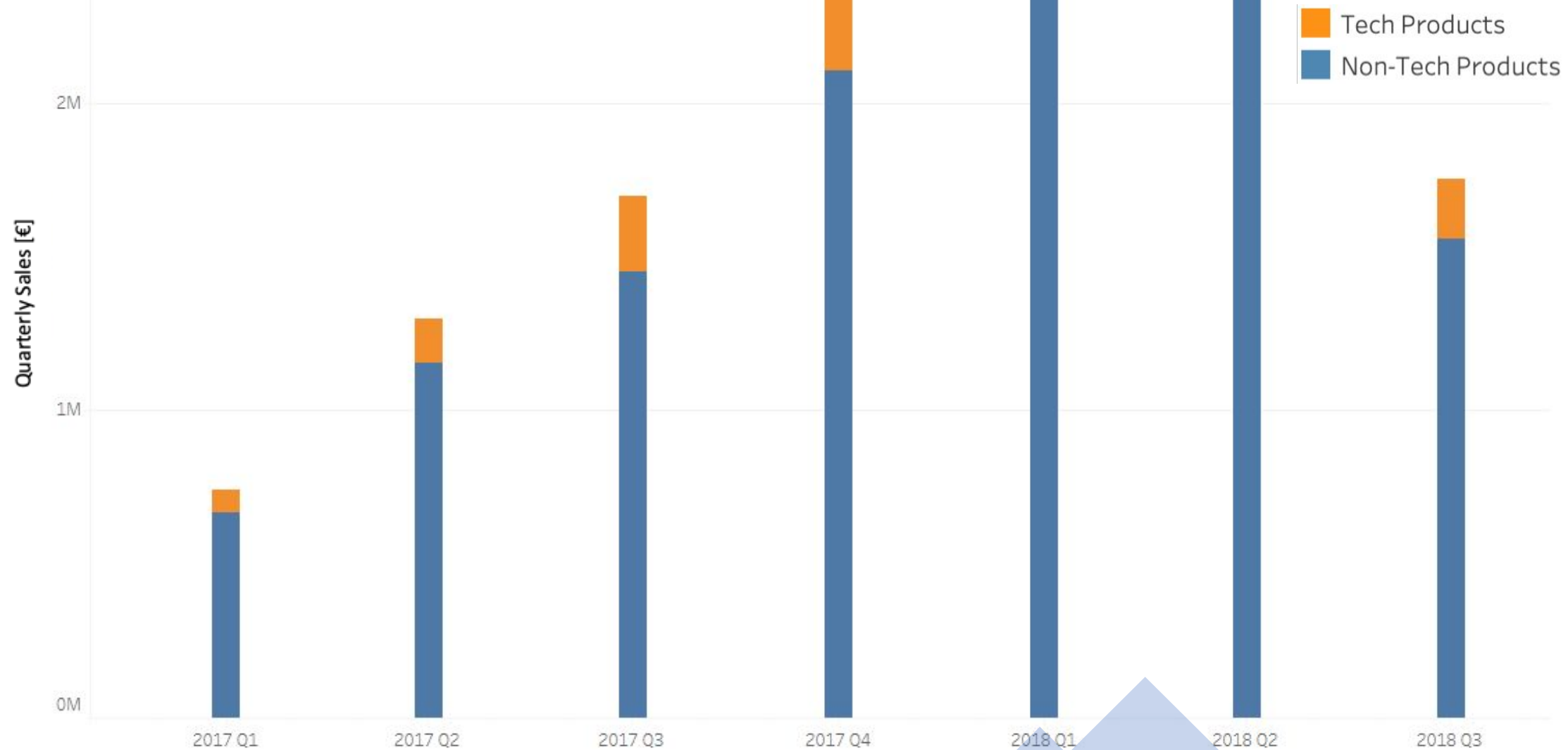
Non-Tech Products
88%

 Tech Products
 Non-Tech Products



Almost all Magist orders are far below Eniac's usual range

Growth is **declining**






Magist's average estimated delivery time is **24 days**,
vs. an actual average delivery time of **12 days**.

These are long delivery times in Brazil:

For postal codes in Manaus,
Apple ships in 3-5 business days, Amazon in 5-7

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

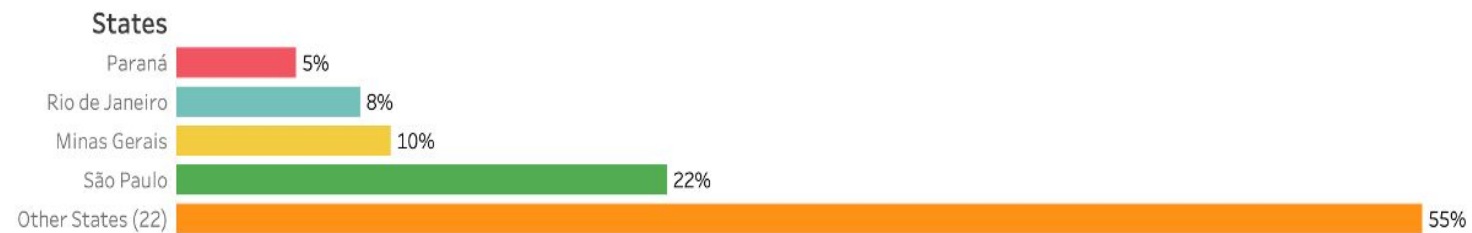




70% of sales

are concentrated in São Paulo,
then in other populous areas

Population Distribution in Brazil





KEY TAKEAWAYS

Magist appears to be a platform unsuited for Eniac's expansion into Brazil:

1. The platform focuses on low-cost products and deliveries
 2. There are few sales of expensive and/or tech products
 3. Slowing growth bodes poorly for future expansion
- 