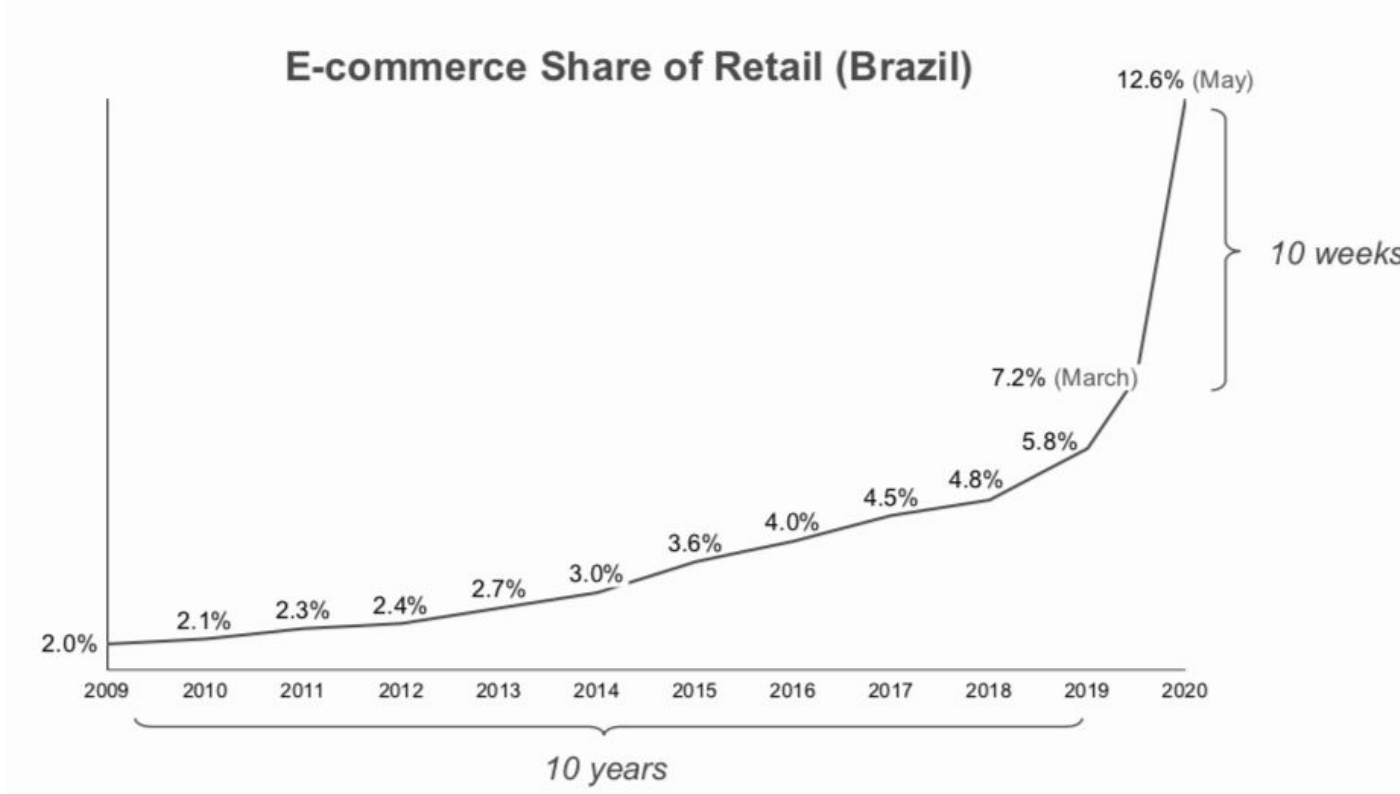


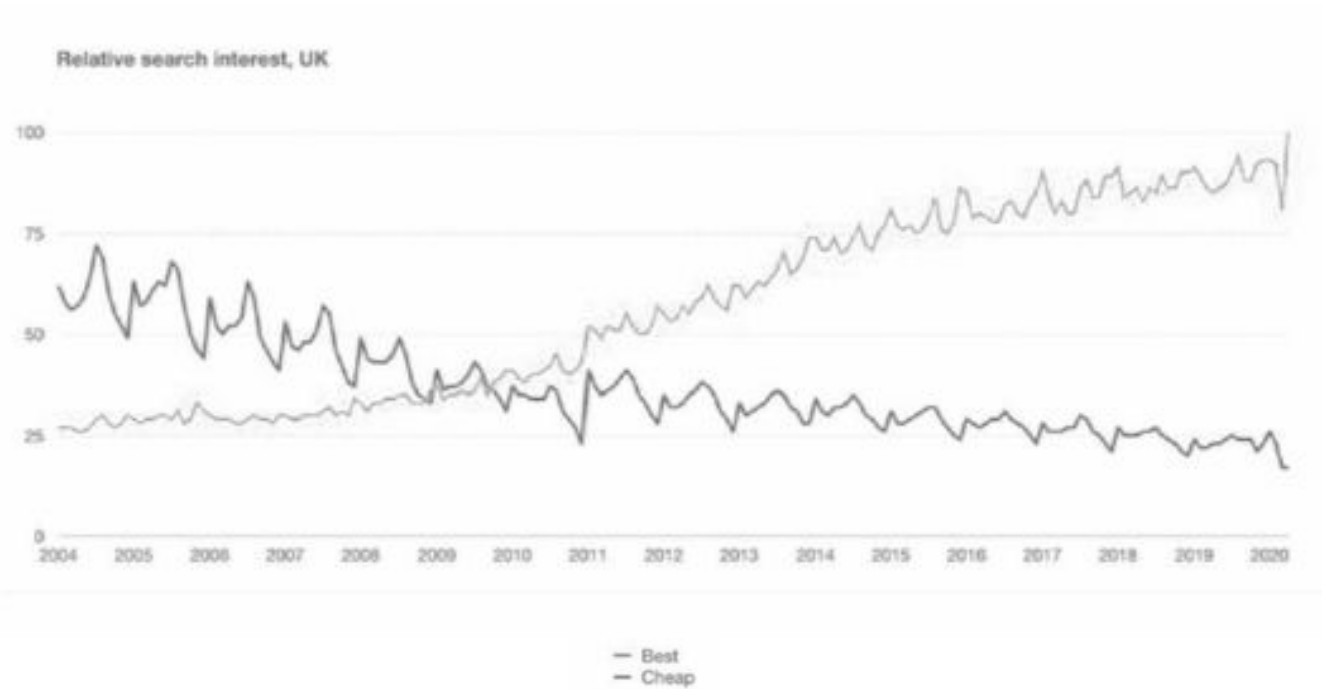
enext
A WPP COMPANY

ENEXT - IN BRAZIL, E-COMMERCE, WHICH HAD ALREADY BEEN GROWING, TOOK OFF IN THE PANDEMIC



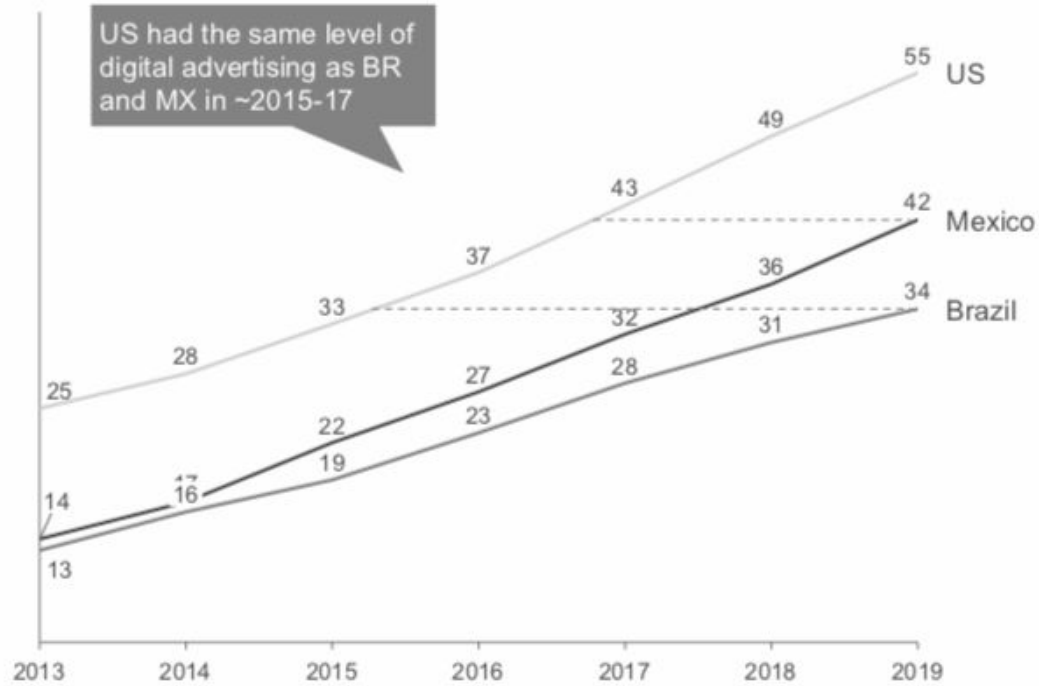
Source: E-commerce penetration figures for 2018-2020 are from MCC-ENET. Figures for 2009-2017 were modeled applying Euromonitor's historical penetration growth to MCC-ENET data

ENEXT - CHANGING ONLINE SHOPPING AND SEARCHING BEHAVIOR



Fonte: Google Trends
Benedict Evans

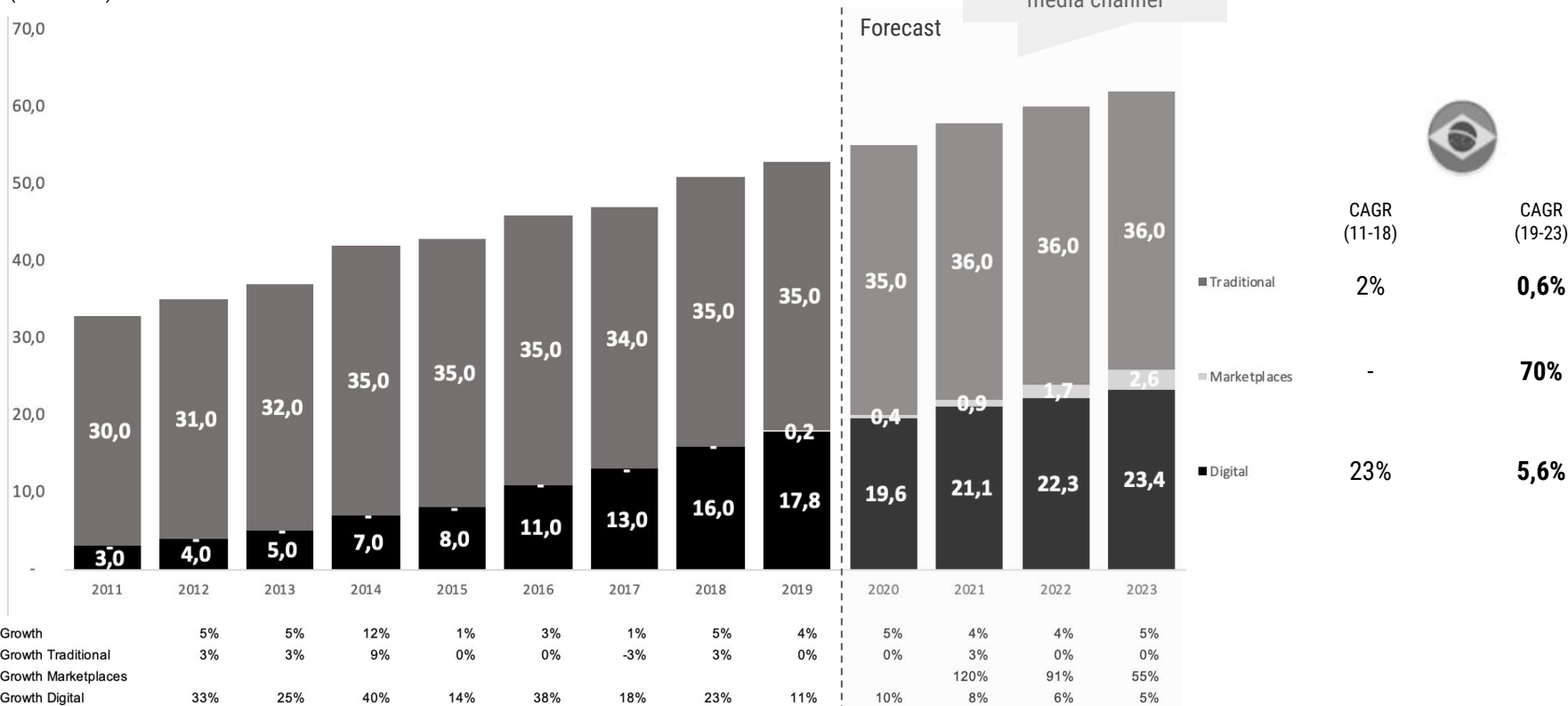
ENEXT - DIGITAL MARKETING IS THE NEXT BIG BUSINESS OPPORTUNITY ON DIGITAL



Fonte: e-Marketer

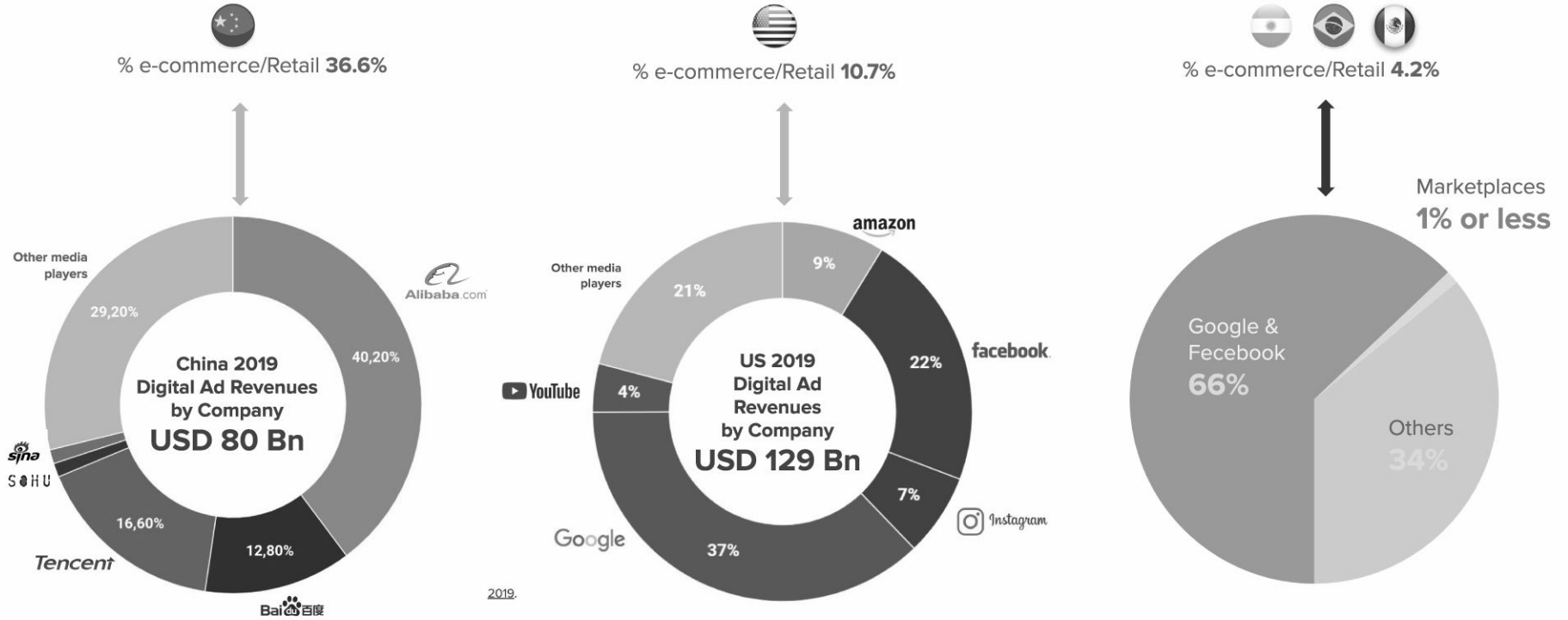
ENEXT - MARKETPLACE ADS WILL REACH R\$ 2,6 BILLIONS IN 2023, REPRESENTING MORE THAN 10% IN DIGITAL MARKETING SPENDING *

Total Media Spending in Brazil*
(BLR Billion)



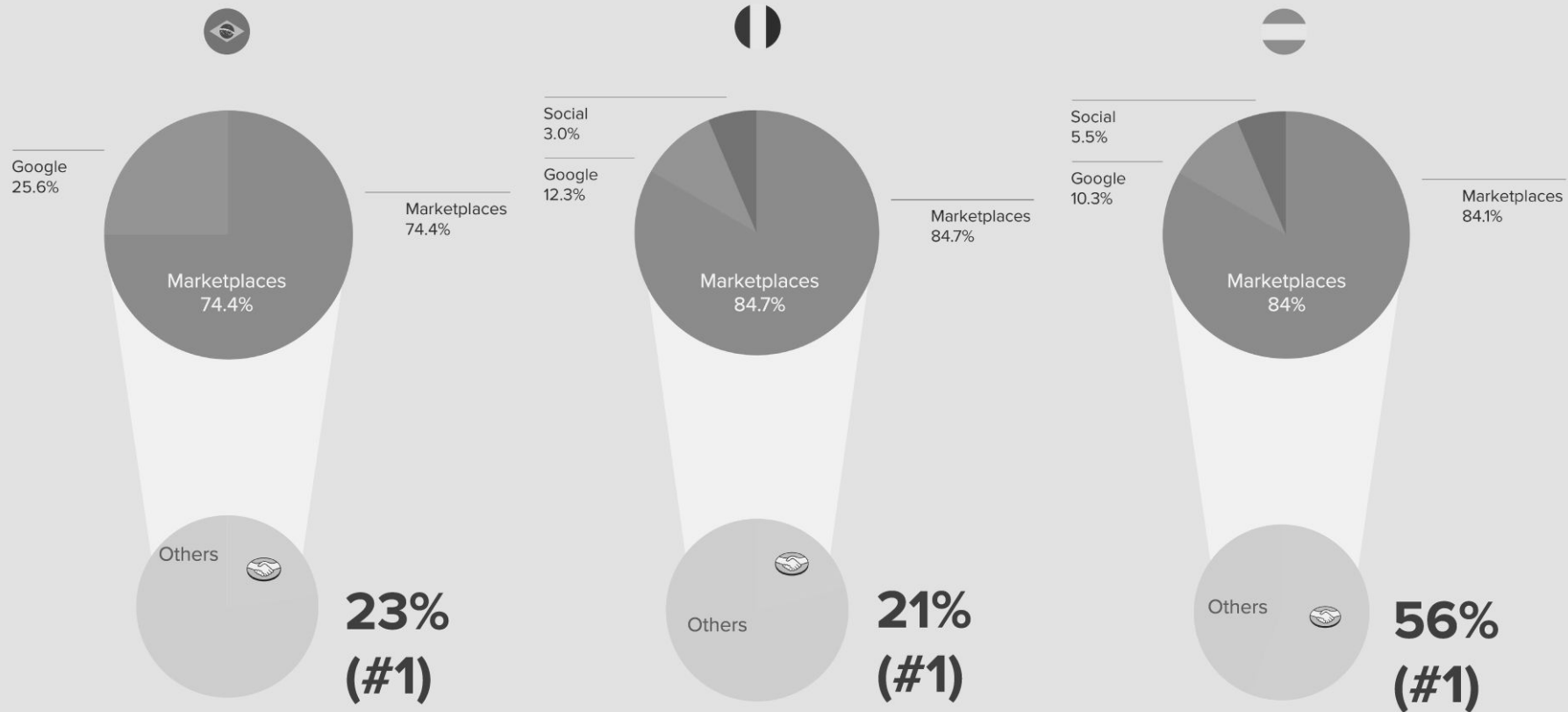
YoY Growth	5%	5%	12%	1%	3%	1%	5%	4%	5%	4%	4%	5%
YoY Growth Traditional	3%	3%	9%	0%	0%	-3%	3%	0%	0%	3%	0%	0%
YoY Growth Marketplaces	-	-	-	-	-	-	-	-	-	120%	91%	55%
YoY Growth Digital	33%	25%	40%	14%	38%	18%	23%	11%	10%	8%	6%	5%

ENEXT - MARKETPLACES ARE WINNING SHARE IN DIGITAL AD SPENDING GLOBALLY



Source: Forecast 2021, Digital Ad Spending US & China, emarketer, 2019

ENEXT - MARKETPLACES ARE BY FAR THE BIGGEST PRODUCT SEARCH ENGINES IN LATAM



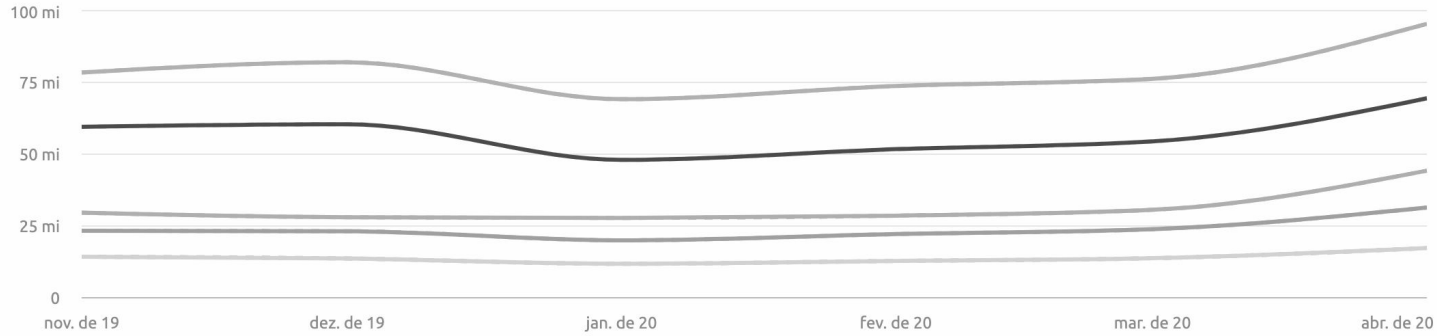
Source: "First Search", GFK Study, Oct 2019.

ENEXT - 5 LARGEST MARKETPLACES IN BRAZIL HAVE ALMOST THE NUMBER OF UNIQUE VISITORS* OF GOOGLE AND FACEBOOK COMBINED

Growth in Marketplaces traffic is higher than in Digital Medias such as Google and Facebook in the last 6 months

Google	facebook
147,2 mi	135,2 mi
13% ↑	-6% ↓

Unique Visitors per Month*
(Nov 19-Apr 20)



Top Brazilians marketplaces
Unique Visitors - Growth

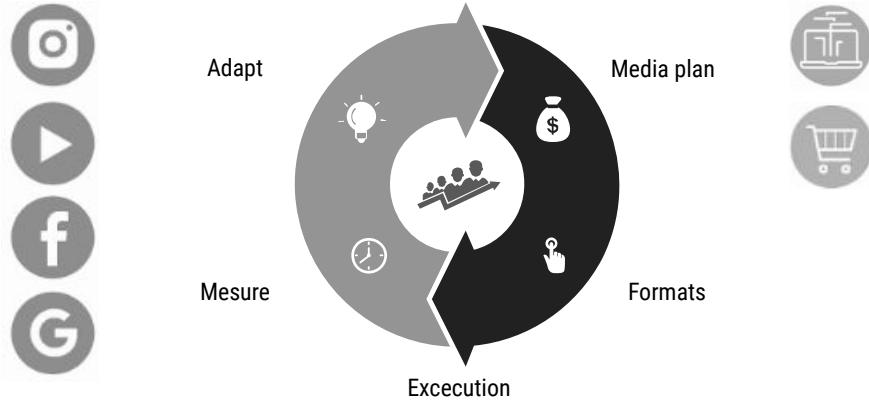
-  95,4 mi - 22%
-   69,5 mi - 17%
-  44,2 mi - 49%
-  31,4 mi - 35%
-   17,3 mi - 21%

SOURCE: SemRush Traffic Analysis April 2020

Digital Communication Channels

Paid Media Execution Method

paid media



Running Digital Channels

non-paid media



SEO
(Search Engine Optimization)



CRM
(Customer relationship management)

Competences



Data



Analytics



A/B Testing



Planning



Partnership

THANK

THANK YOU

YOU



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