

BRAZIL



BRAZIL IS KNOWN FOR SAMBA, FOOTBALL*, AND ITS FRIENDLY AND ENERGETIC POPULATION.



* BRAZIL HAS WON THE WORLD CUP TOURNAMENT A RECORD 5 TIMES, AND ARE THE ONLY COUNTRY TO HAVE PLAYED IN ALL 19 WORLD CUPS HELD.

5 WORLD CUP TITLES

19 FROM WORLD CUP TOURNAMENTS

BRAZIL ECONOMY

GROWTH RATE (REAL GDP)

BRAZIL HAS ONE OF THE FASTEST GROWING ECONOMIES, WITH AN ANNUAL GROWTH RATE OF 4.4%¹



¹Table A.3. Developing economies: rates of growth of real GDP, 2003-2013. United Nations report on global economic development, 2012

BRAZIL COMMERCE

eCOMMERCE MARKET STRENGTH // LATIN AMERICA

BRAZIL IS THE LARGEST eCOMMERCE MARKET IN LATIN AMERICA.²



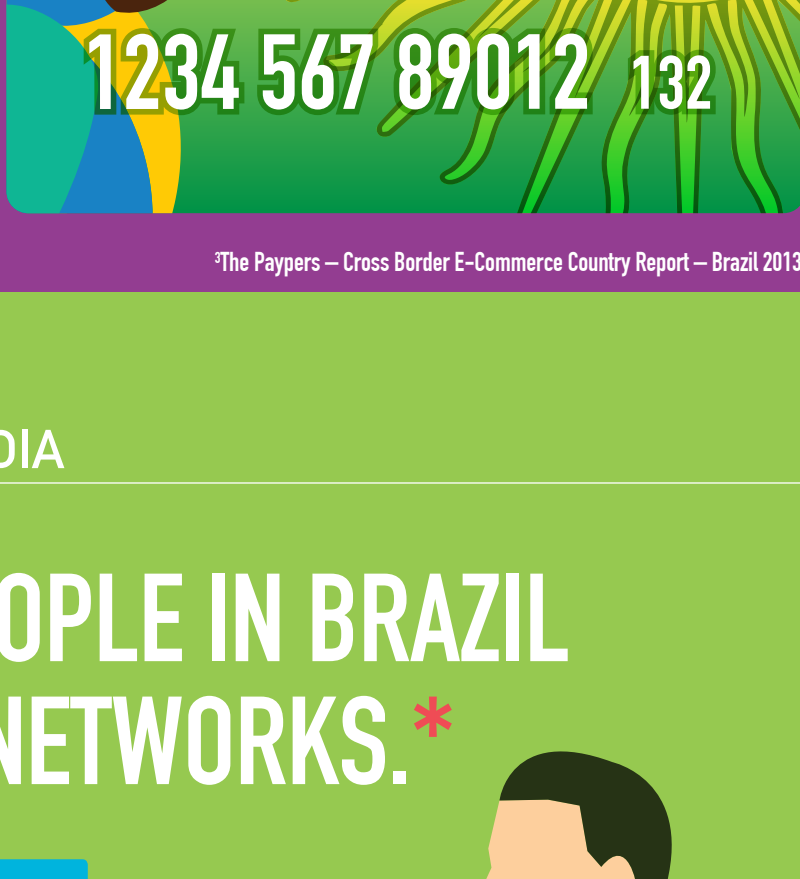
²Forrester Research, Inc., Latin America Online Retail Forecast, 2013 To 2018, December 17, 2013

COMMERCE BUSINESS INFRASTRUCTURE

FRAUD

BRAZIL HAS THE FOURTH LARGEST PAYMENT CARD MARKET GLOBALLY, AND THE HIGHEST CREDIT CARD PENETRATION IN LATIN AMERICA.³

33%
OF CARDHOLDERS HAVE EXPERIENCED CREDIT CARD FRAUD IN THE PAST 5 YEARS.³



³The Paypers - Cross Border E-Commerce Country Report - Brazil 2013

COMMERCE EXPERIENCE

MARKETING // SOCIAL MEDIA

1.79 MILLION PEOPLE IN BRAZIL ARE ON SOCIAL NETWORKS.*



36%
BRAZILIANS' ONLINE TIME SPENT USING SOCIAL MEDIA.⁵

Social engagement with consumer brands is high, as Brazilian culture has a strong appetite for digital and social media communication.⁶

⁴<http://goo.gl/DD5eIU>
⁵<http://goo.gl/XX0l11>
⁶<http://www.thinkwithgoogle.com/articles/branding-brazil.html>

COMMERCE EXPERIENCE

MARKETING // MOBILE

THERE ARE MORE CELL PHONES THAN PEOPLE, MAKING BRAZIL THE LARGEST MOBILE PHONE MARKET IN LATIN AMERICA (2013).^{7,8}

244 MILLION CELL USERS ADDED IN 2012.⁷

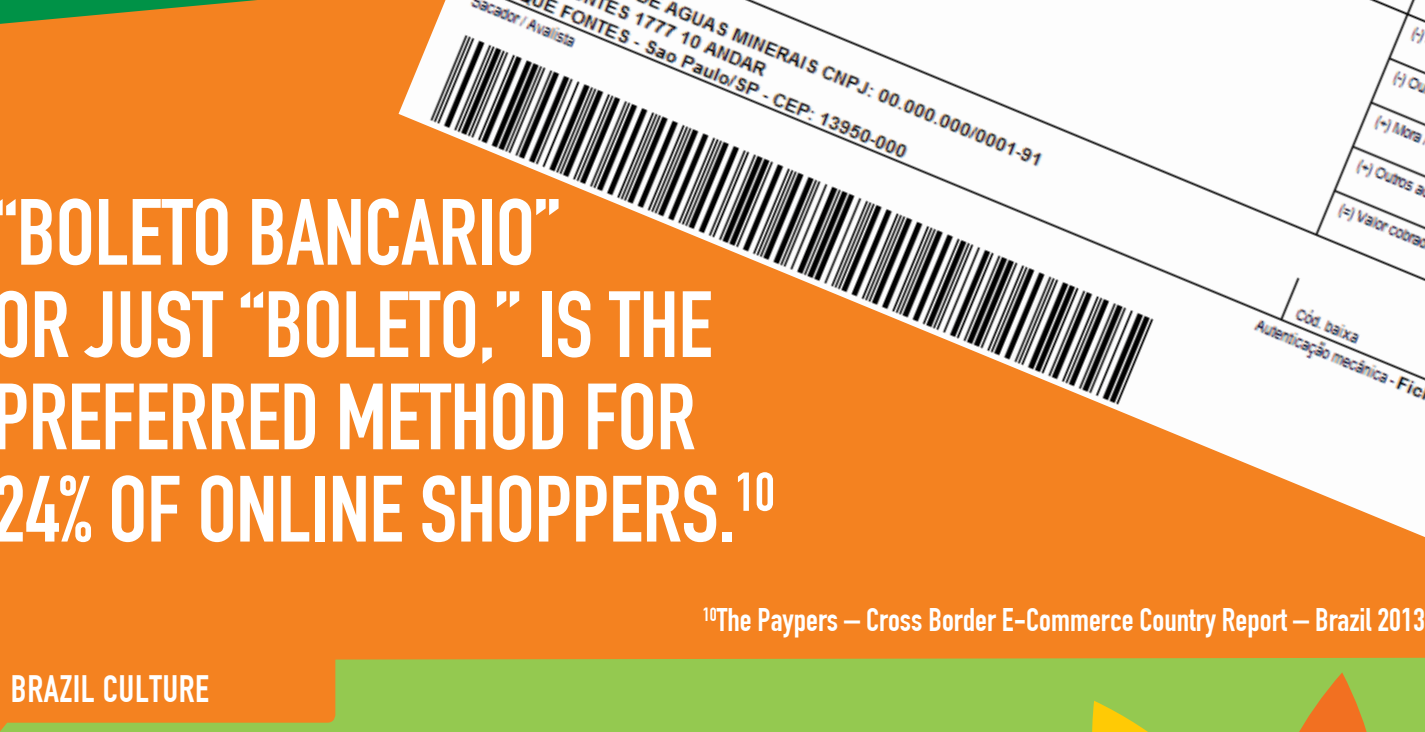


⁷www.kpcb.com/insights/2013-internet-trends
⁸<http://www.thinkwithgoogle.com/articles/branding-brazil.html>
⁹<http://www.forbes.com/sites/ricardogomez/2013/10/28/internet-in-brazil-key-hard-facts-you-must-know/>

SHOPPING BEHAVIOR

PAYMENTS

CREDIT CARD USE IS THE PREFERRED METHOD IN 78% OF ONLINE PAYMENT TRANSACTIONS.¹⁰



"BOLETO BANCARIO" OR JUST "BOLETO," IS THE PREFERRED METHOD FOR 24% OF ONLINE SHOPPERS.¹⁰

¹⁰The Paypers - Cross Border E-Commerce Country Report - Brazil 2013

BRAZIL CULTURE

CONSIDERATIONS

100 MILLION BRAZILIANS ARE INTERNET USERS; 61% HAVE PURCHASED SOMETHING ONLINE.¹¹



¹¹<http://www.forbes.com/.../goo.gl/XX0l11>
¹²Comscore Media Matrix