

EPSON®

A decorative background consisting of several overlapping, thin white circles of varying diameters, creating a pattern of concentric and intersecting lines. The circles are centered around the main text.

AGIS ON THE ROAD RIBEIRÃO PRETO

Abril 24





EPSON

Four small indicator lights and a control panel on the right side of the printer.

FASHION
the BEST
Close Ple

Epson no mundo

US\$ 10 bi

Faturamento anual

7ª Maior companhia
Japonesa

+ de 79.000 funcionários



65

Países



83

Subsidiárias



18

Fábricas

Inovação

+ 50 mil patentes no mundo



Nº 1

Patentes de projetores



Nº 1

Patentes de
Impressoras
INKJET

Epson

no Brasil



Desde **1982**

(única fábrica fora da Ásia)



+ 800 funcionários



Solutions center



Estrutura local de P&D

SOMOS EPSON

Líder mundial em **impressão, projeção e imagem digital**

Líder de mercado

01°

Jato de tinta
residencial



01°

Impressora
térmica



03°

Scanner
profissional



Jato de tinta
corporativa



01°

Vídeo Projetor
Varejo



01°

Vídeo projetor
profissional



01°

Vídeo projetor
interativo



01°

Impressora
têxtil



01°

Impressora
artes gráficas



02°

Impressora
de traços



02°

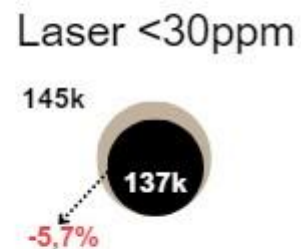
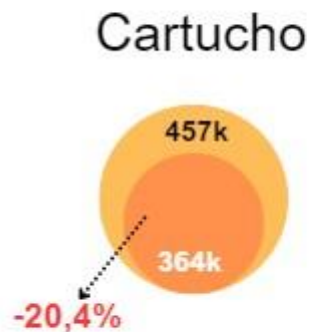
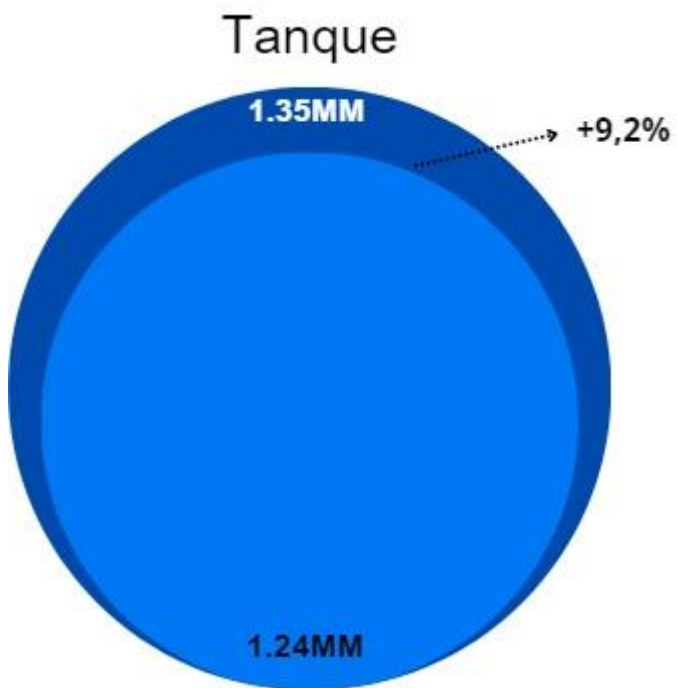
Impressora
sinalização



EcoTank



Mercado de Impressão YoY

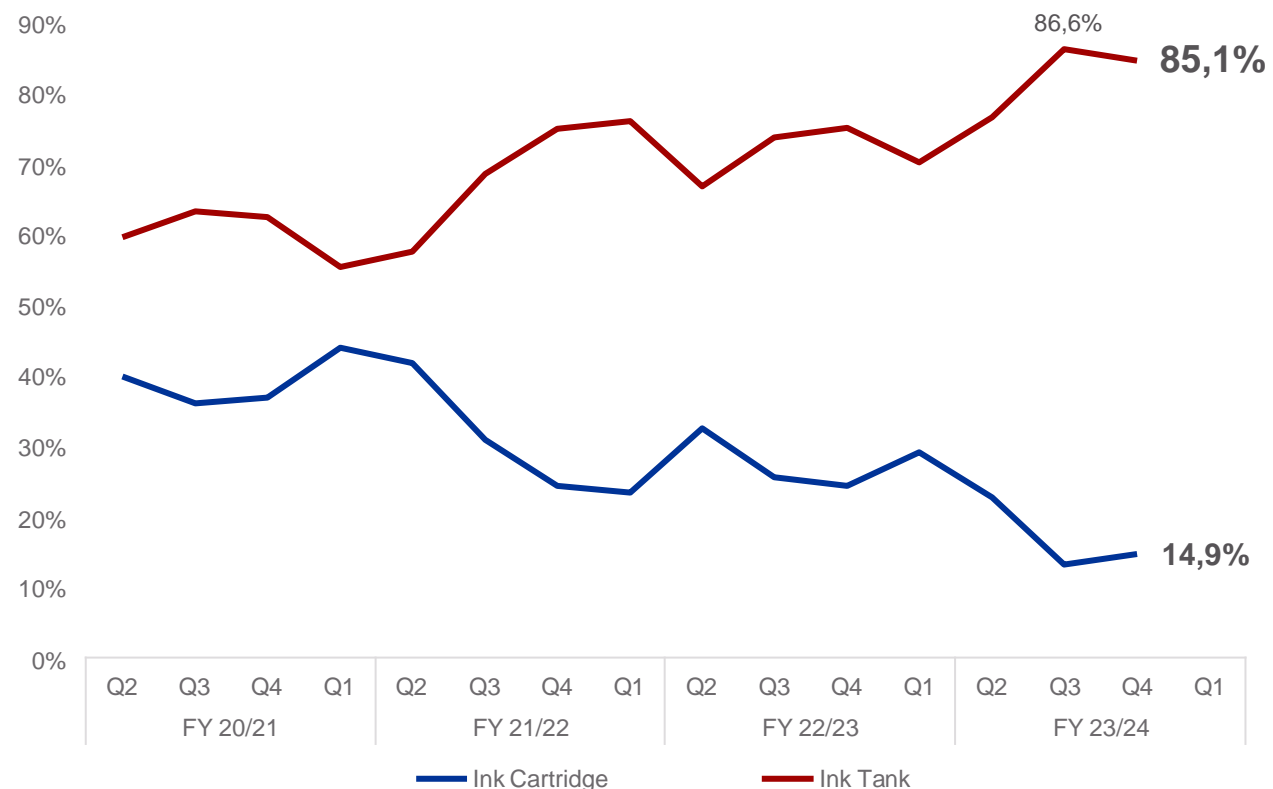


73%

do mercado Consumer*
de impressão é **TANQUE DE TINTA !**

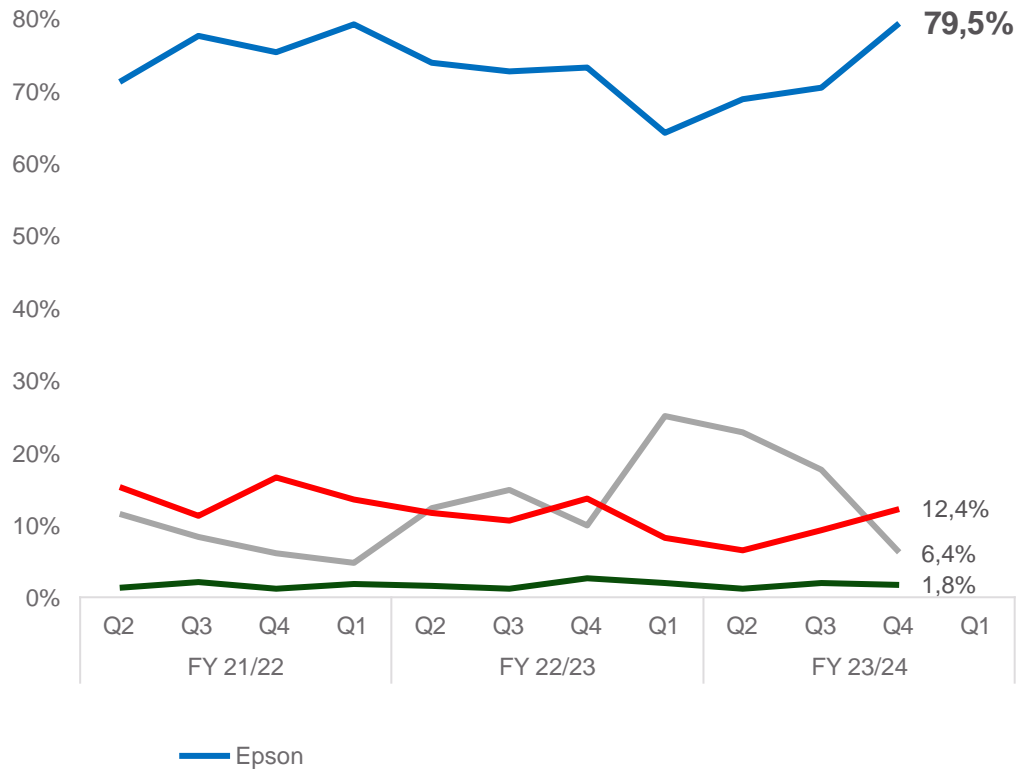
Conversão

- 85% de conversão

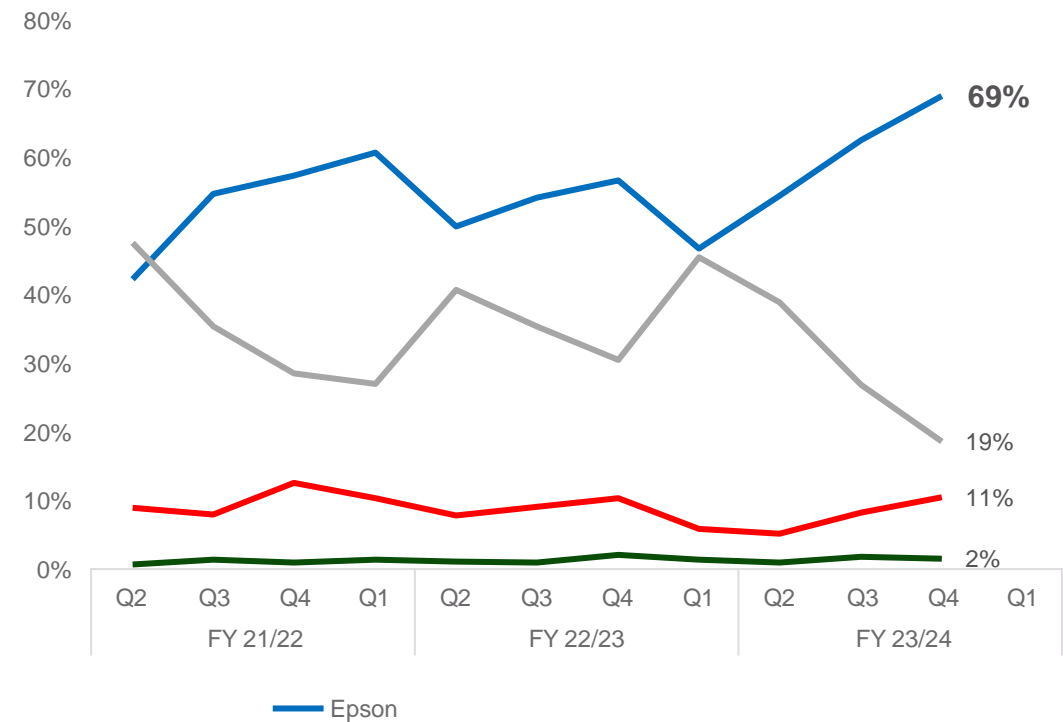


Os 2 últimos trimestres acima de 85% !

Market Share – Tanque de Tinta

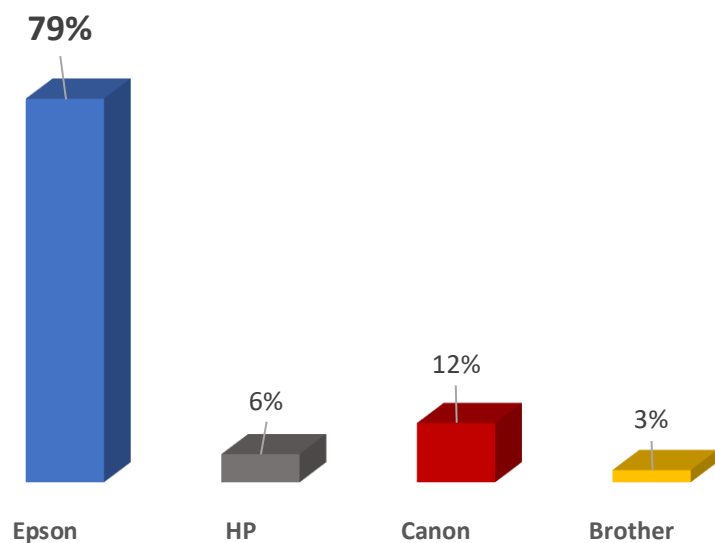


Market Share – Tanque + Cartucho



Recorde de Market Share em Inkjet -> 69%

Market Share em Valor – Q4'23

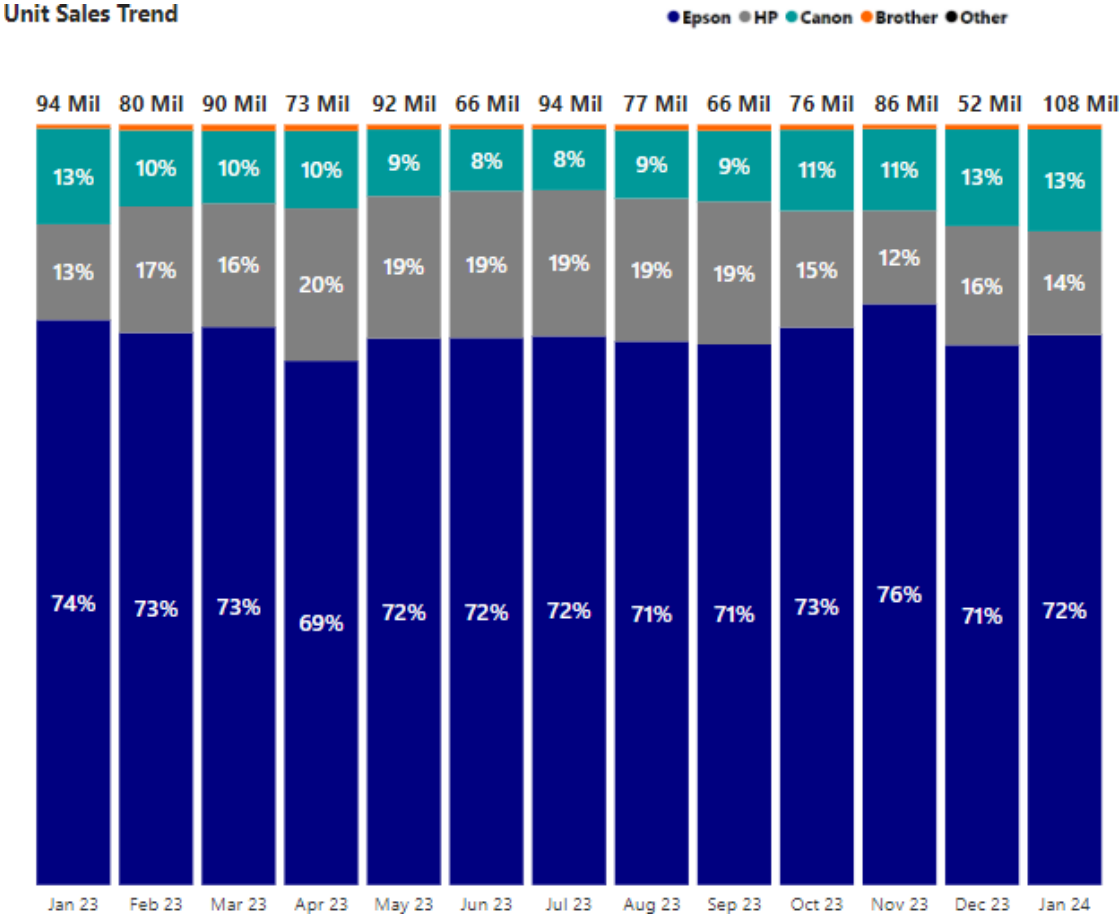


R\$ 8

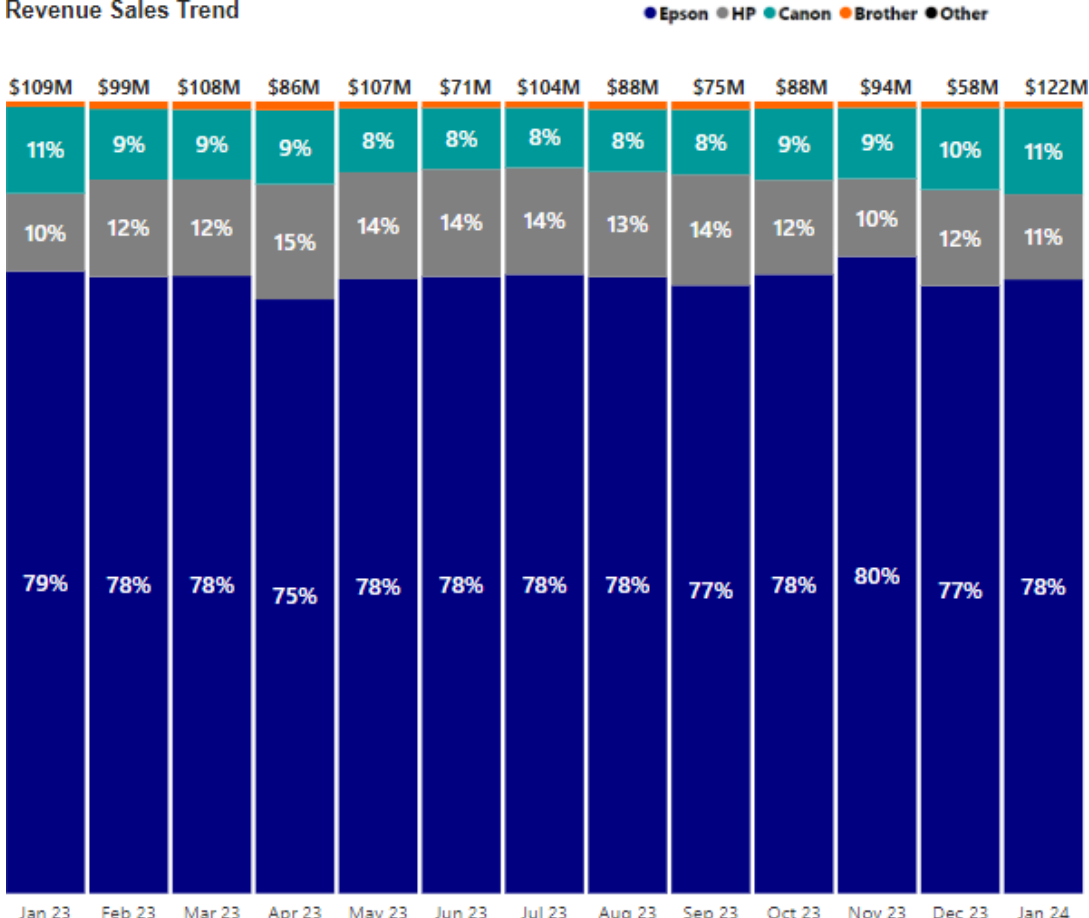
Em cada R\$ 10,00 vendidos de impressoras (Tecnologia Tanque) são **EPSON**

GfK Janeiro – Tanque de Tinta

Market Share Tanque de Tinta (Volume)



Market Share Tanque de Tinta (Valor)



66% → Tank Conversion → 83%

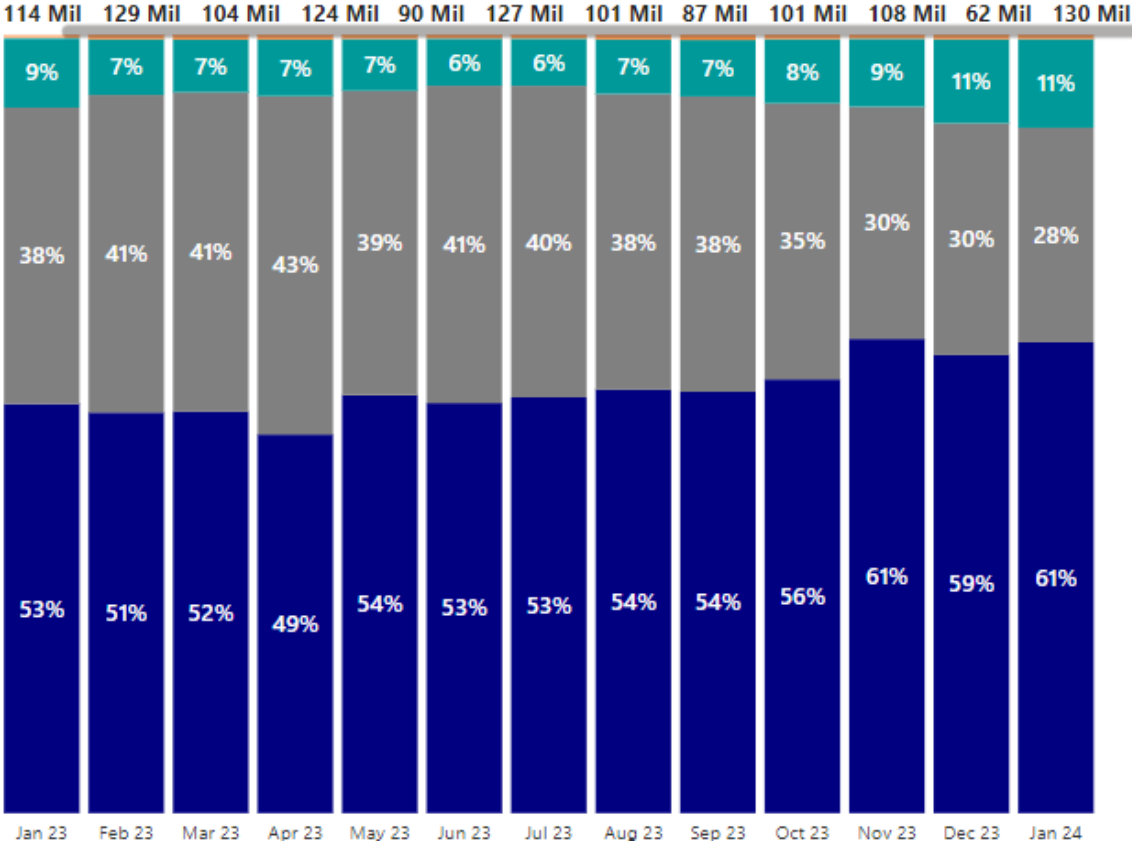
GfK Janeiro – Tanque + Cartucho

Market Share CIJ (Volume)

Market Share CIJ (Valor)

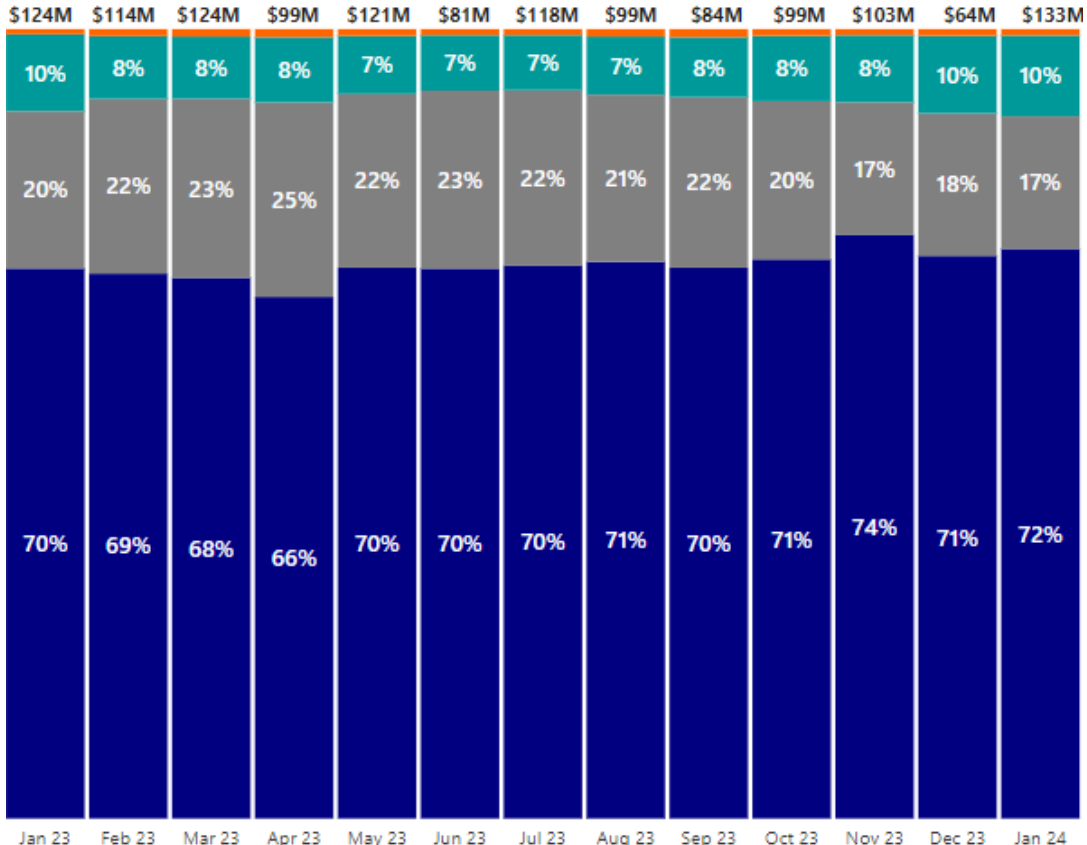
Unit Sales Trend

● Epson ● HP ● Canon ● Brother ● Other



Revenue Sales Trend

● Epson ● HP ● Canon ● Brother ● Other



Refil

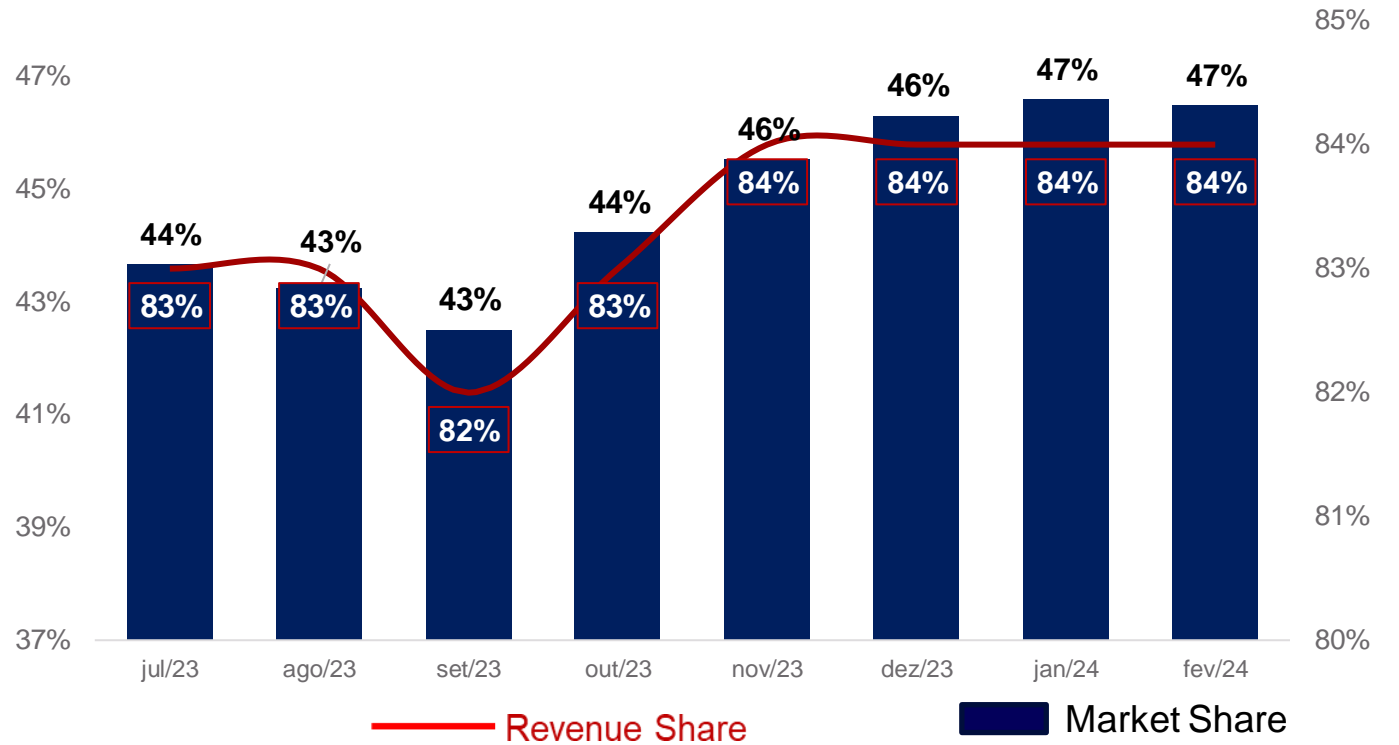


CONSUMIVEIS FY 23-24

Refil

- **FY 23-24:**
 - ✓ Revenue Share: 84%
 - ✓ Market Share: 47%

YTD Fev'24 x PY
Base Instalada +5%
Vendas de Tintas +20%



Revenue Share acima de 84%

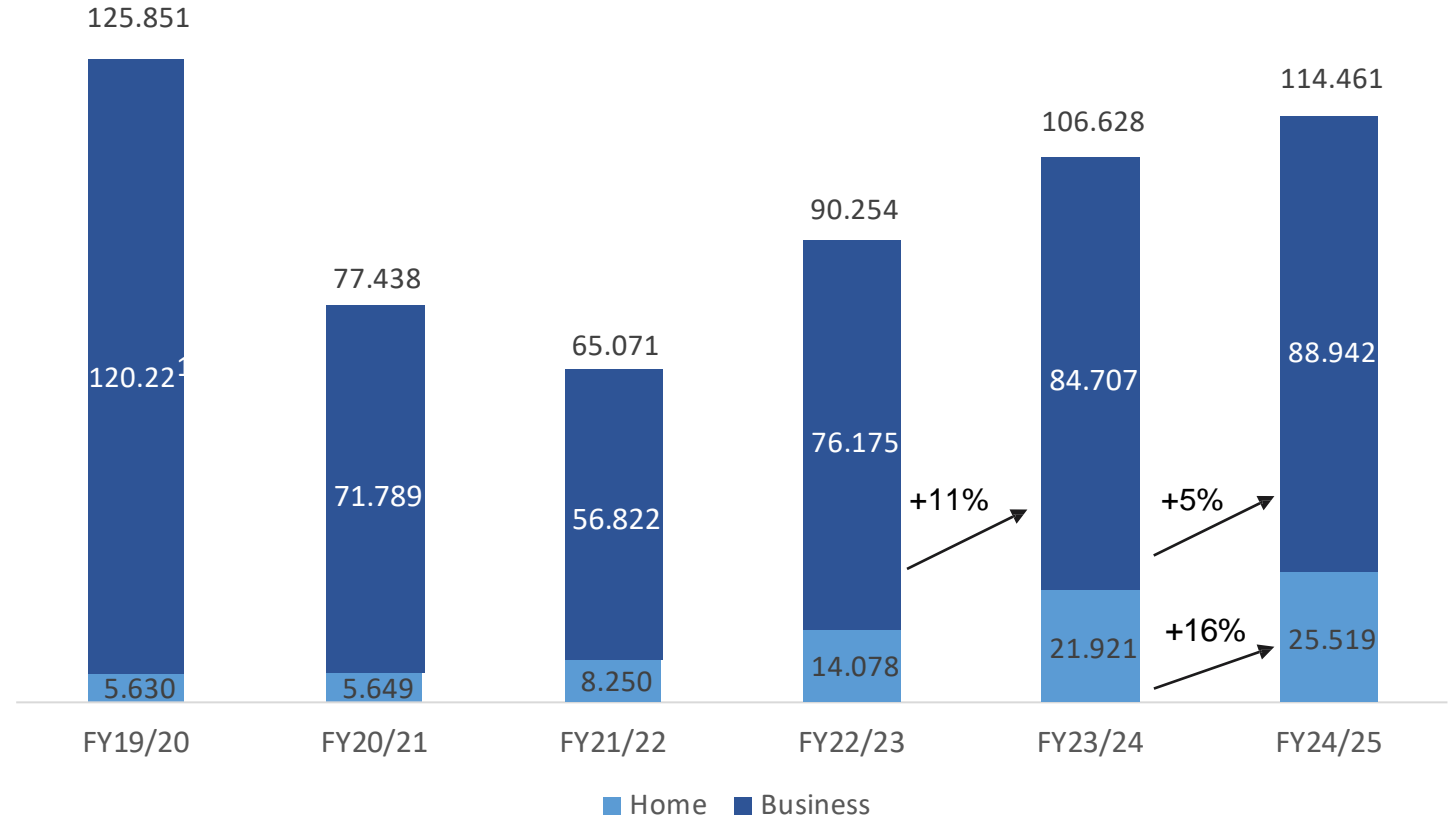
Projetores



VIDEO PROJECTOR BP FY24-25

PMA Market

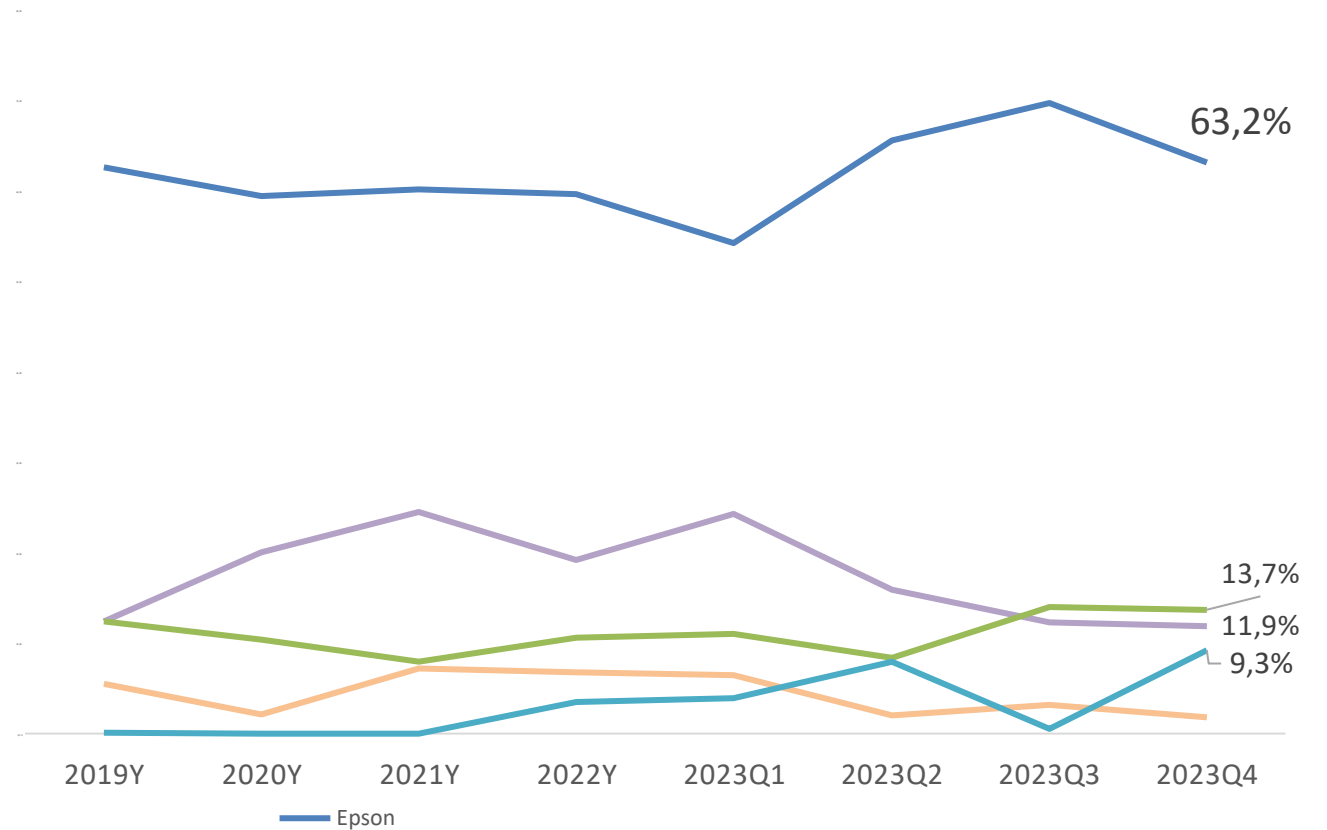
- **Market Growth: +7,3%**
- ✓ **Business: +5%**
- ✓ **Home: + 16,4%**



Foco em desenvolver o segmento Home

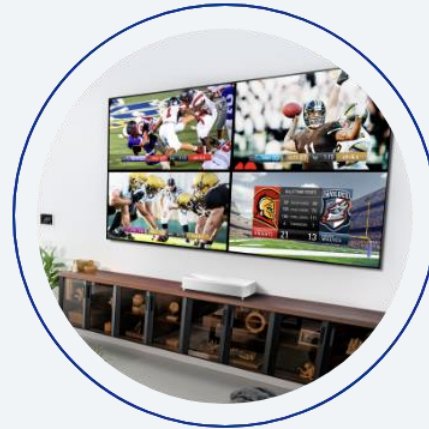
MARKET VP PMA Q4 – RESULTS

Market Share



Crescer participação em Business

Epson Stars



Estrutura Comercial | Gestão Sell Out Epson

Head Consumer
Flavio Holzmann



Gerente Sell Out
Claudia Duarte



Fabiana Pimenta

SUDESTE



Poliana Clemente

CENTRO-OESTE

NORTE



Tatiana Schiavi

SUL



Fernando Ferrari

NORDESTE



Denis Mendes

ECOMMERCE

Nova proposta de atendimento



- **Regionalização**
- **Gerenciamento de contas**
- **Sell In**
- **Sell out**
- **Ações**

Suporte ao cliente

Números Programa Stars



YTD Results



+166k Ecotank

67% Sell Out Dist

65% of Sellers
Sell Out & Stock



+852k Bottles

50% Sell Out Dist

21% of Sellers
Sell Out & Stock



+67k SD printers

74% Sell Out Dist

45% of Sellers
Sell Out & Stock



+8,3k Projectors

42% Sell Out Dist

42% of Sellers
Sell Out & Stock

FY23/24 Apr – Dec 2023

+R\$279MM



+R\$31MM Mensais



+65% sell out DIST



EPSON®



Obrigada

CONFIDENTIAL