

EPSON®

EPSON

Agis On The Road
Salvador

Agosto 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

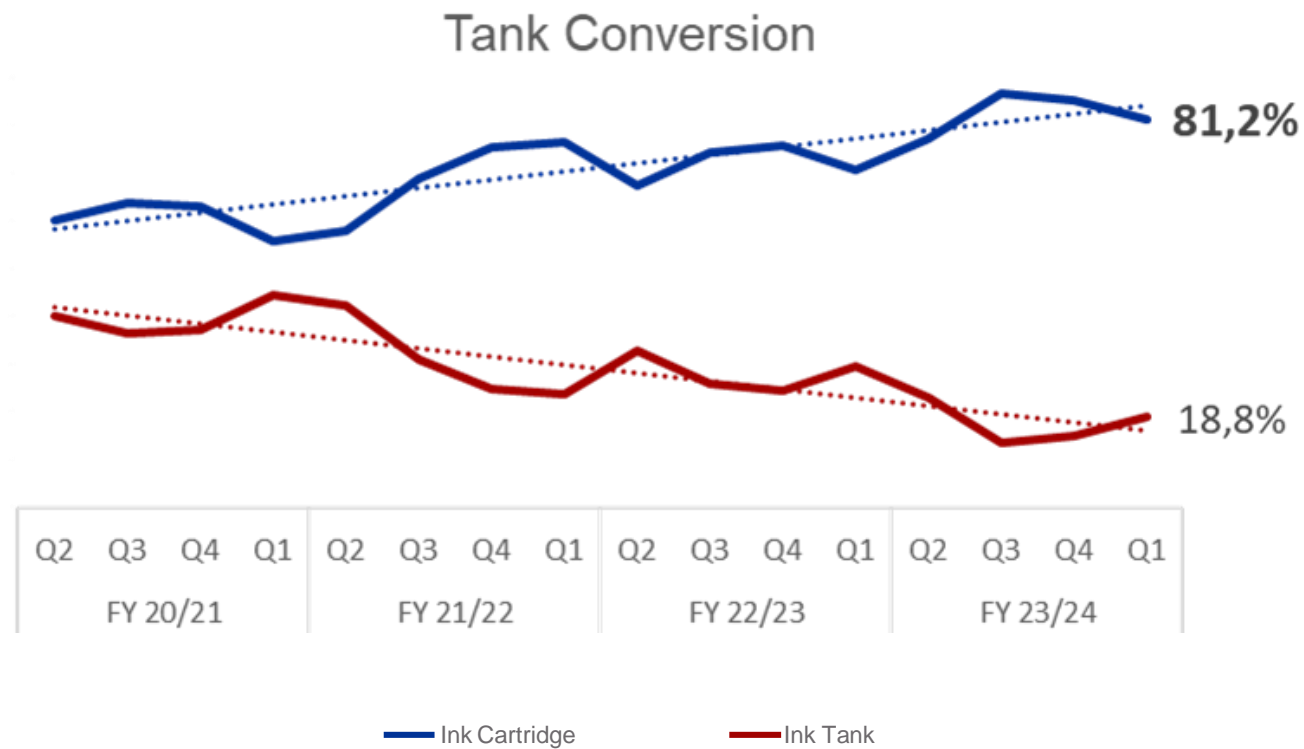


EcoTank



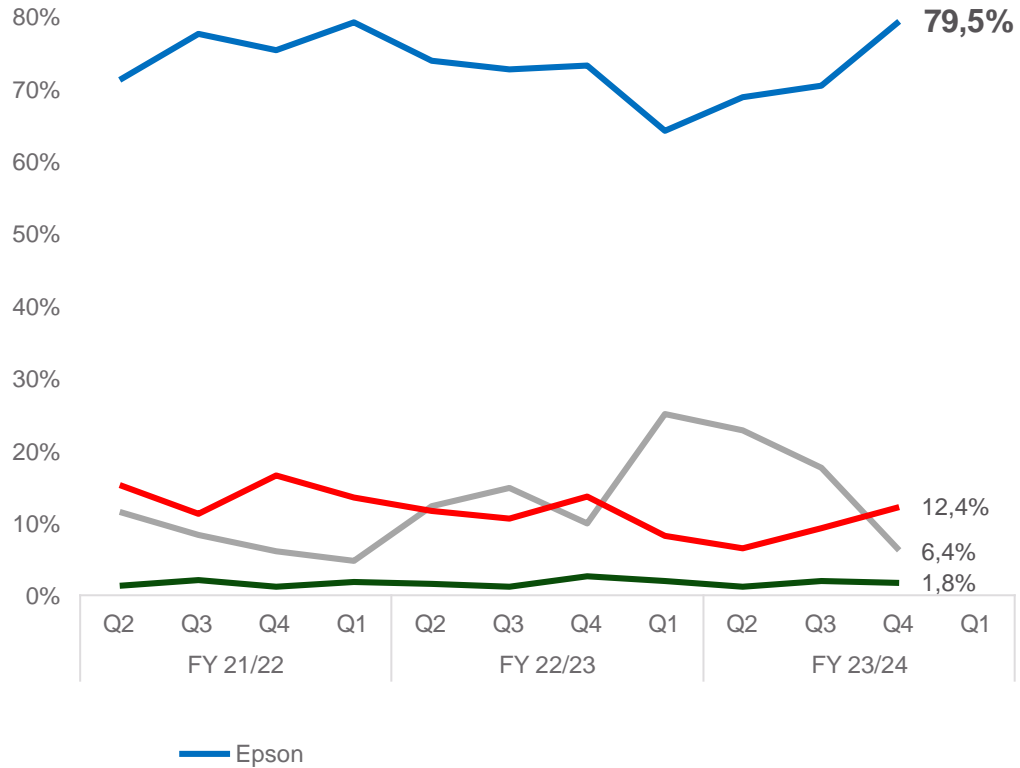
Conversão

- 81,2% de conversão

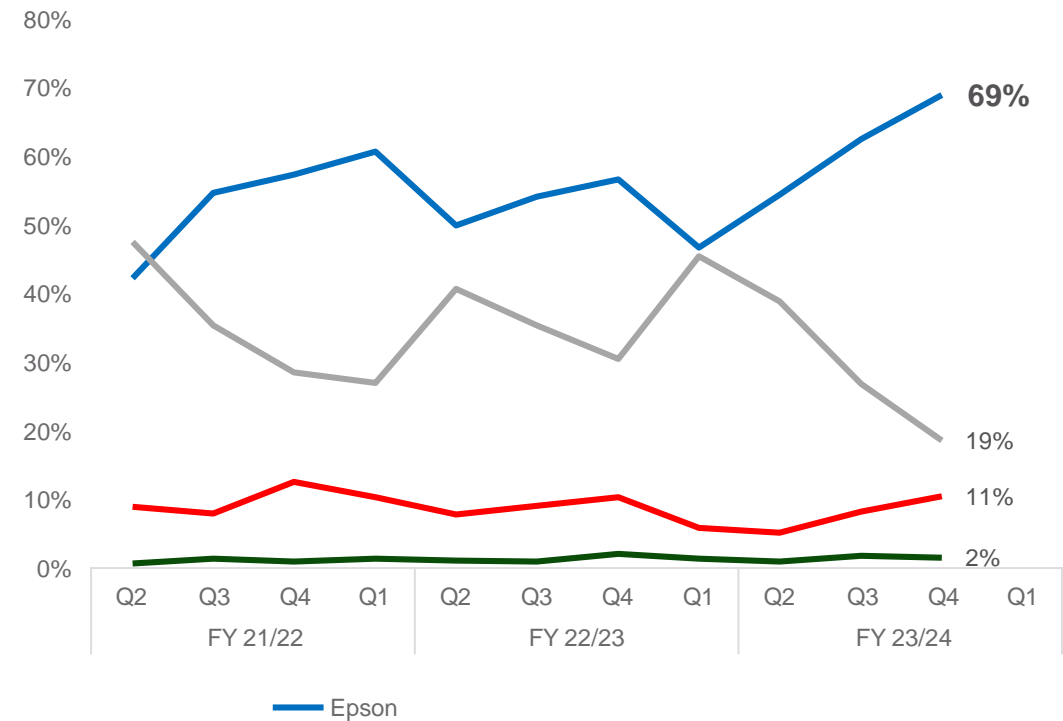


Os 2 últimos quarters acima de 80% !

Market Share – Tanque de Tinta



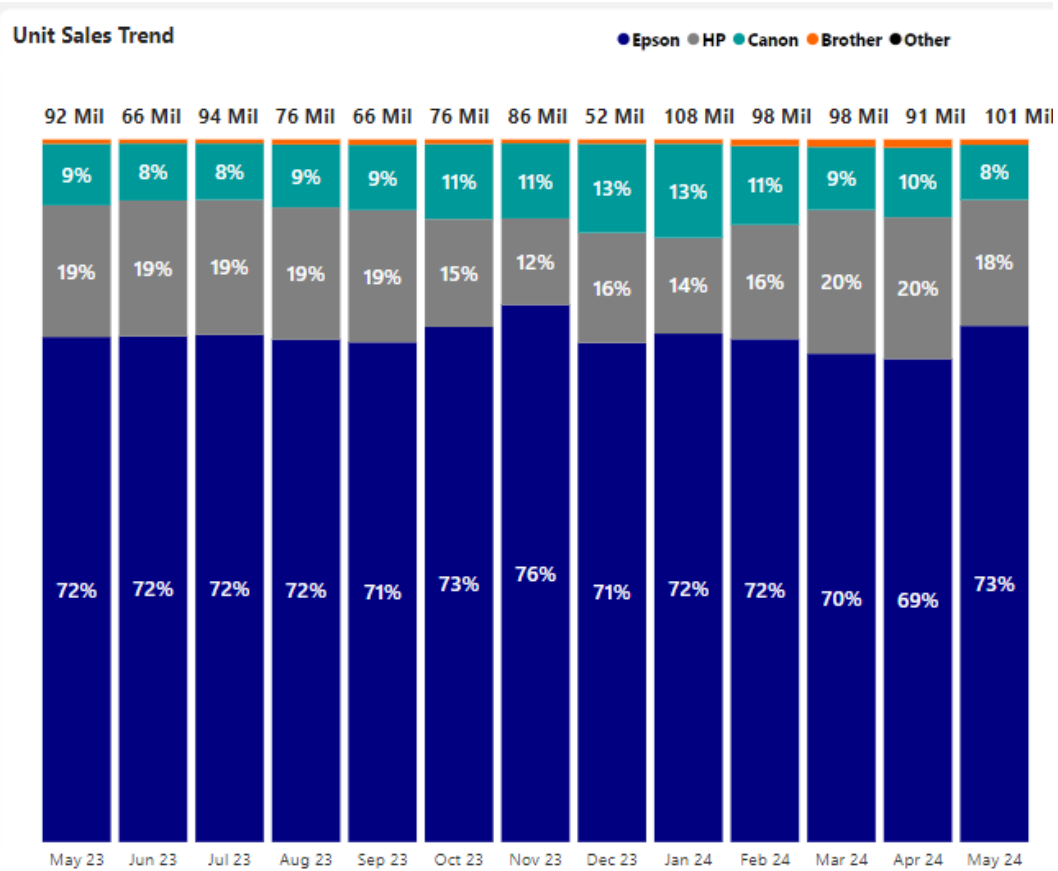
Market Share – Tanque + Cartucho



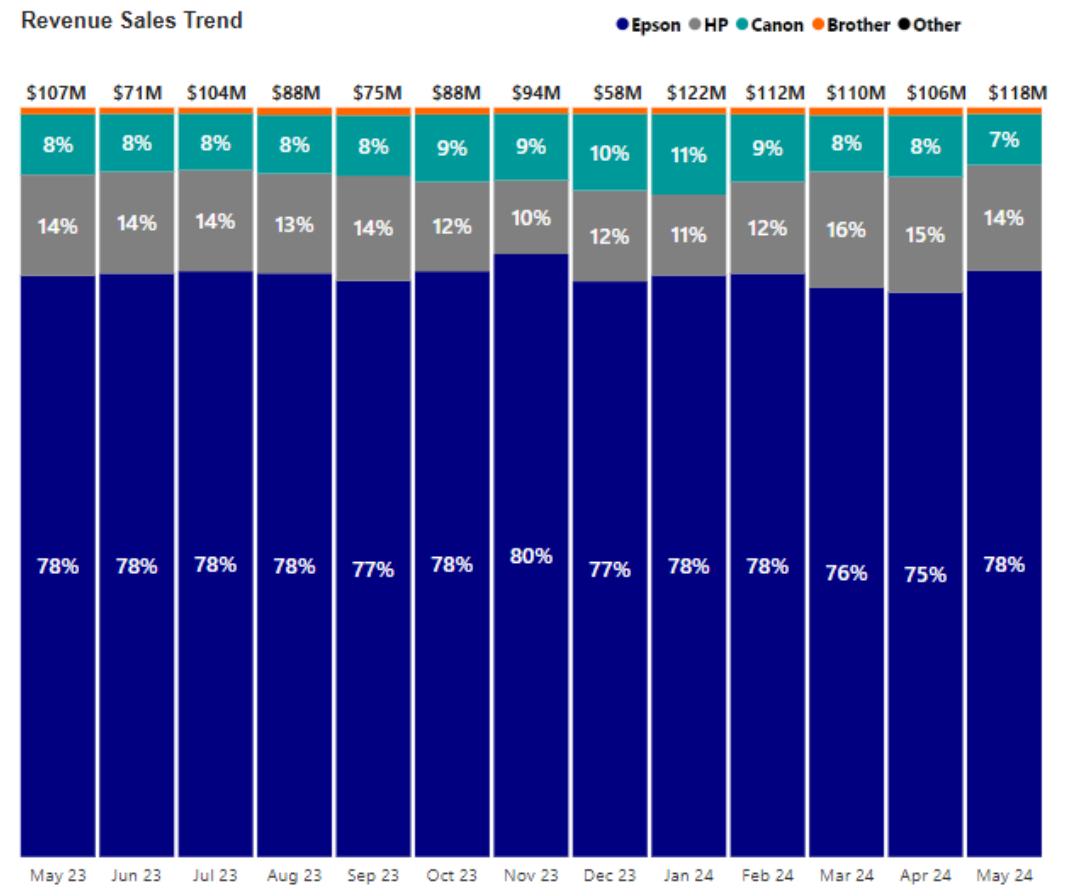
Recorde de Market Share em Inkjet -> 69%

GFK – CISS

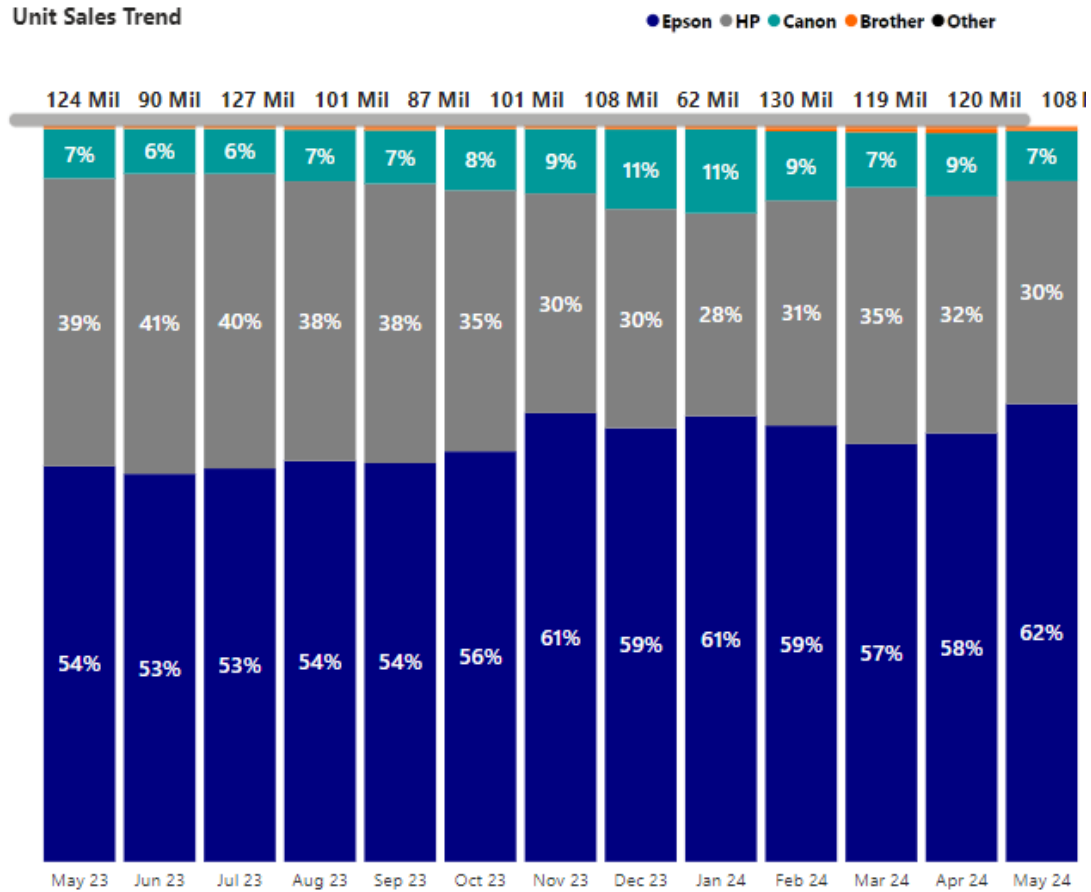
Market Share CISS (Volume)



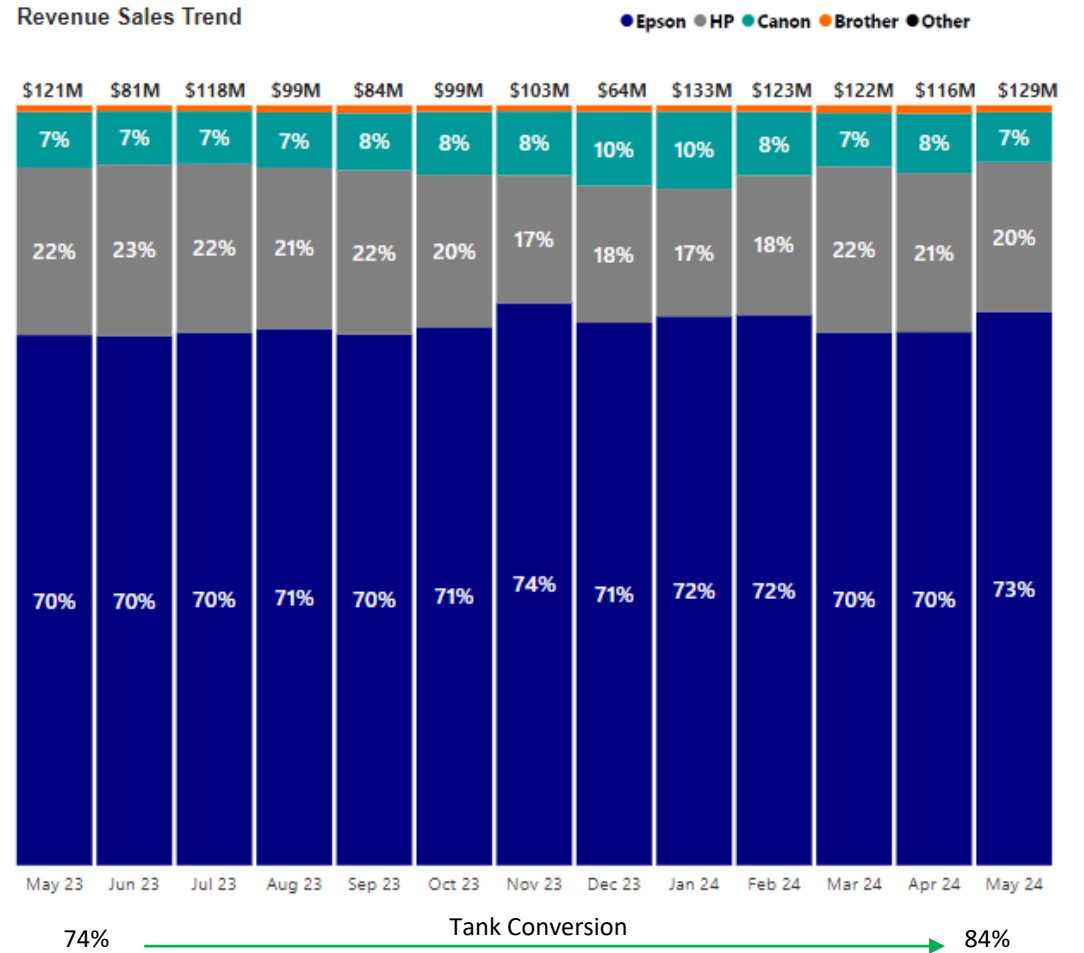
Market Share CISS (Value)



Market Share CIJ (Volume)



Market Share CIJ (Value)

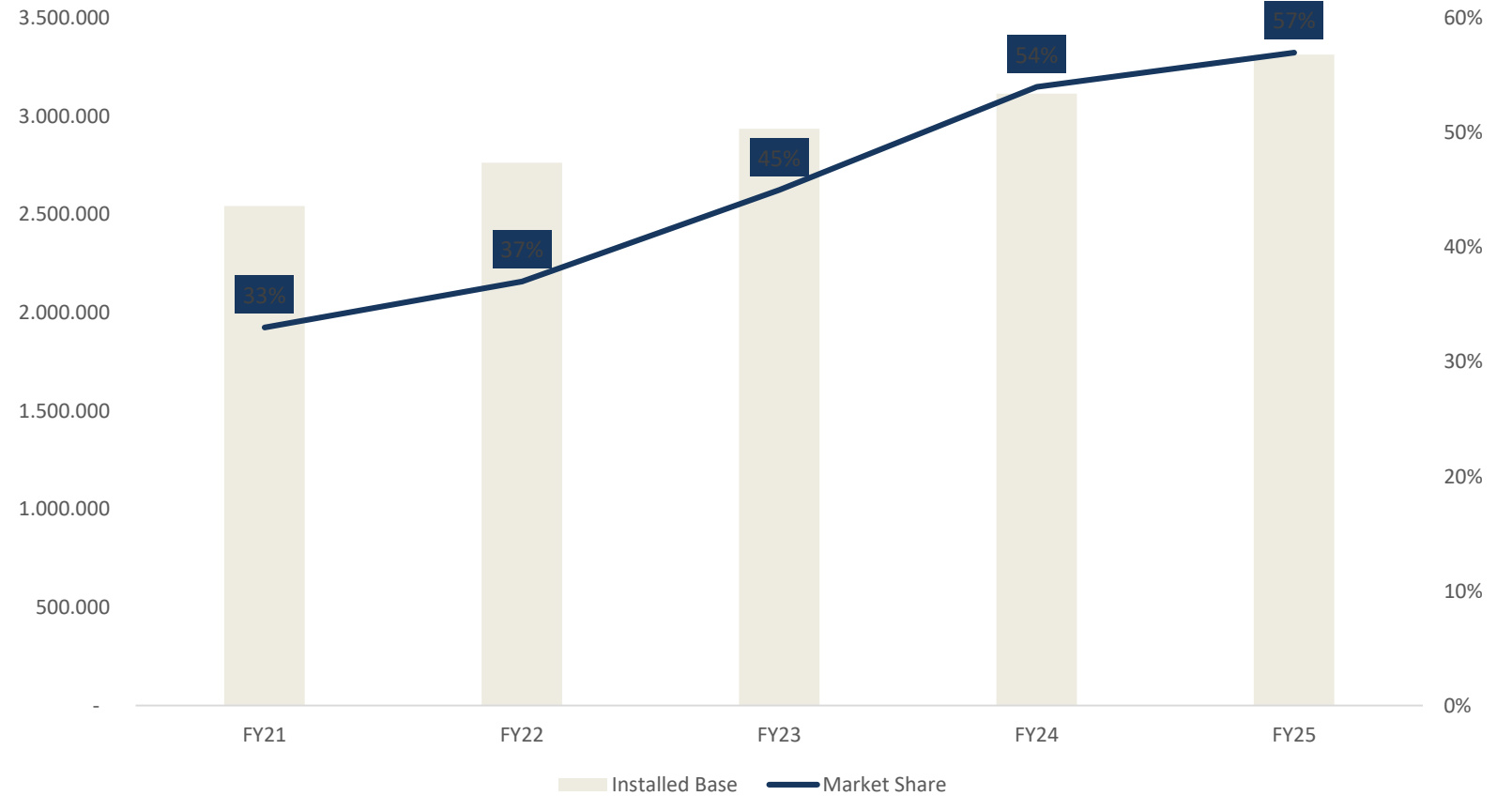


Refil



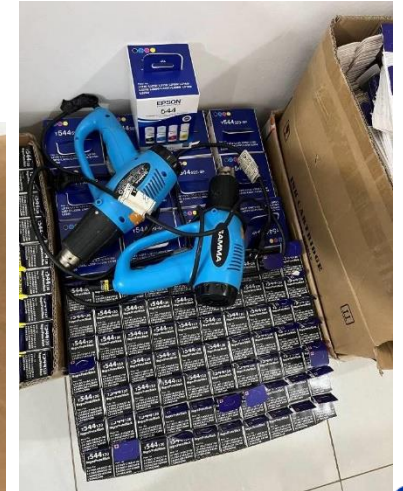
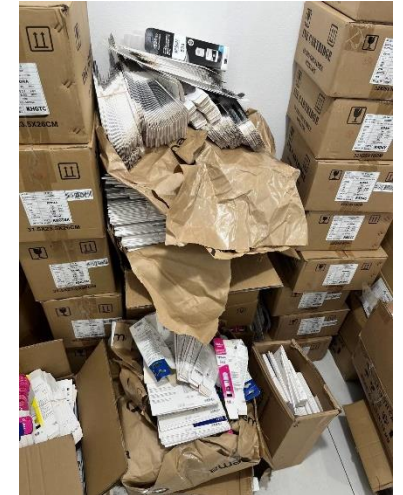
Market Share – Refil de tinta

- Market Share
Q1 FY24-25: 55%



Uma das fábricas em Maringá – clandestina onde foram apreendidos equipamentos, insumos e produtos acabados

Total
Unidades
apreendidas:
96,102



Local Production Benefits (T544 and T504)



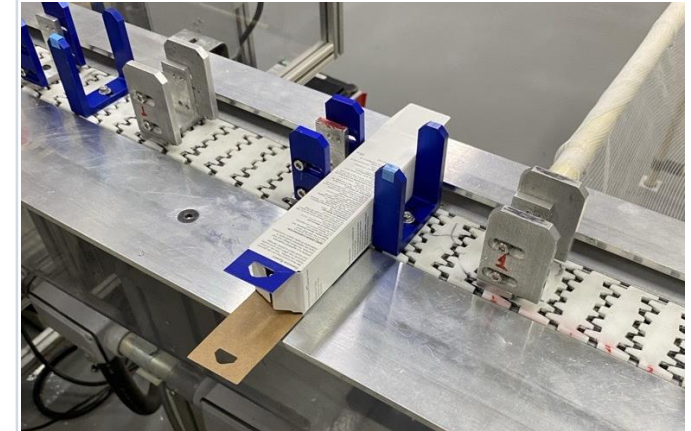
EDB

- ✓ More flexible order managements
EDBM inventory based on EDB forecast
- ✓ Customer satisfaction



EDBM

- ✓ Fill ink cartridge production line
Reduce fixed costs
Trigger for future consumable business



SEC

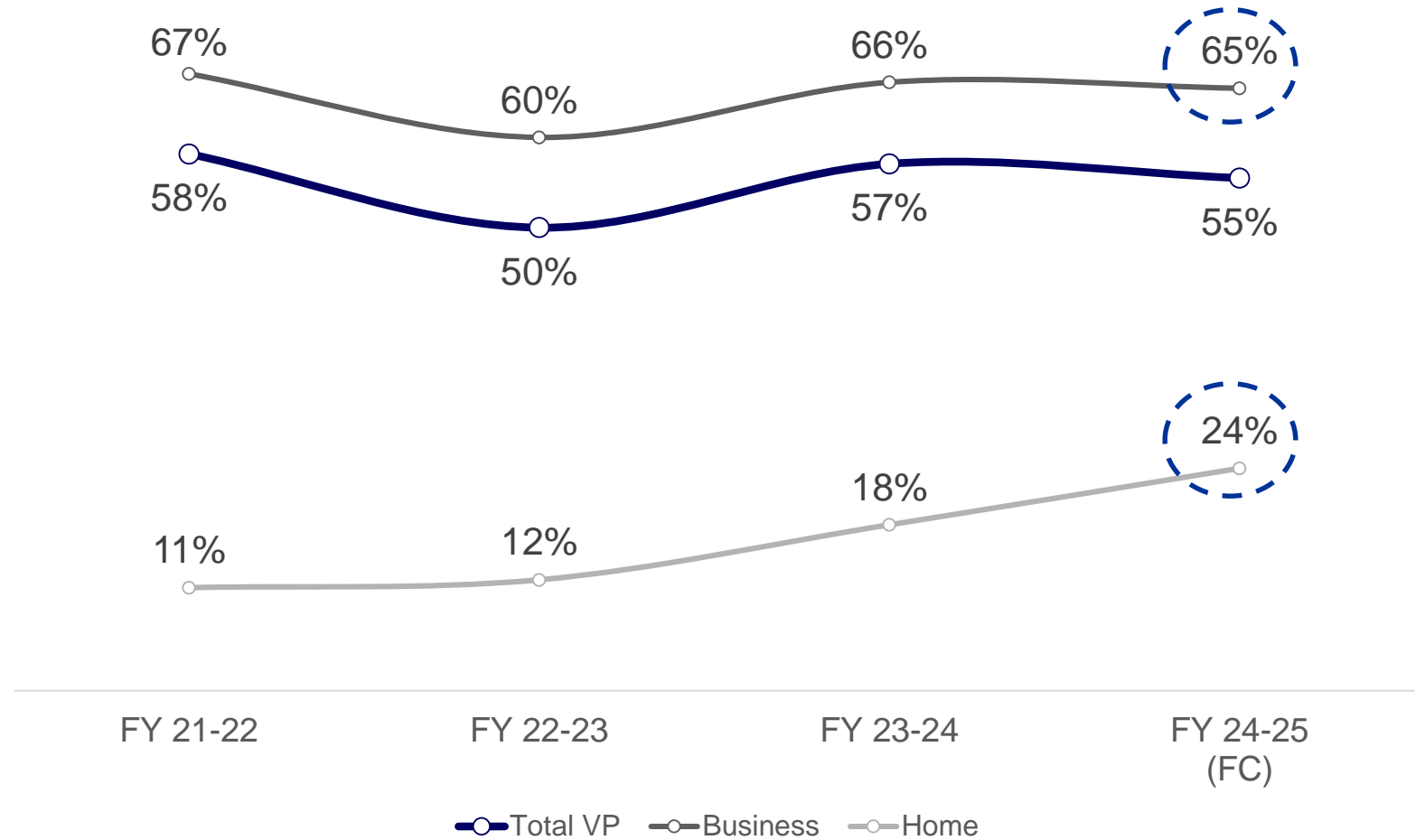
- ✓ Lowest cost EDBM operation
comparing to ETL
- ✓ Less duties

Projetores



VIDEO PROJECTOR MARKET PMA

Epson Market Share



Acelerar Home & Proteger 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

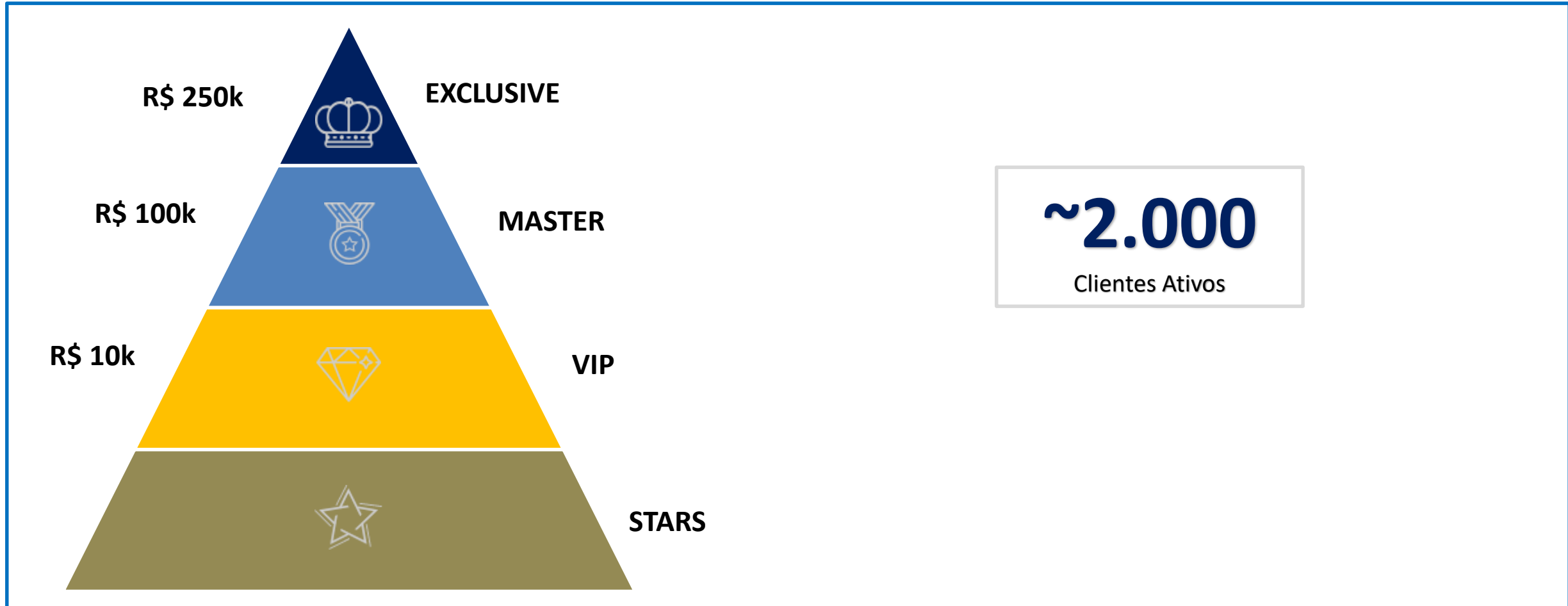
Nova proposta de atendimento



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

Suporte ao cliente

Números Programa Stars



Epson Stars – YTD (Jan-Jun) Results



+200k Ecotank

71% Sell Out Dist.

- **53% Exclusive**
- **29% out off Stars**



+730k Bottles

51% Sell Out Dist.

- **12% Exclusive**
- **20% Vip**
- **49% out off Stars**



+8,4k Projectors

63% Sell Out Dist.

- **38% Exclusive**
- **14% Vip**
- **37% out off Stars**

YTD – Jan to Jun'24

+R\$239.3M



+R\$40MM
AVG MONTH



+61% sell out DIST

EPSON®

A decorative graphic consisting of several overlapping, thin white circles arranged in a pattern that resembles a globe or a series of concentric rings, centered behind the main text.

Obrigada

CONFIDENTIAL