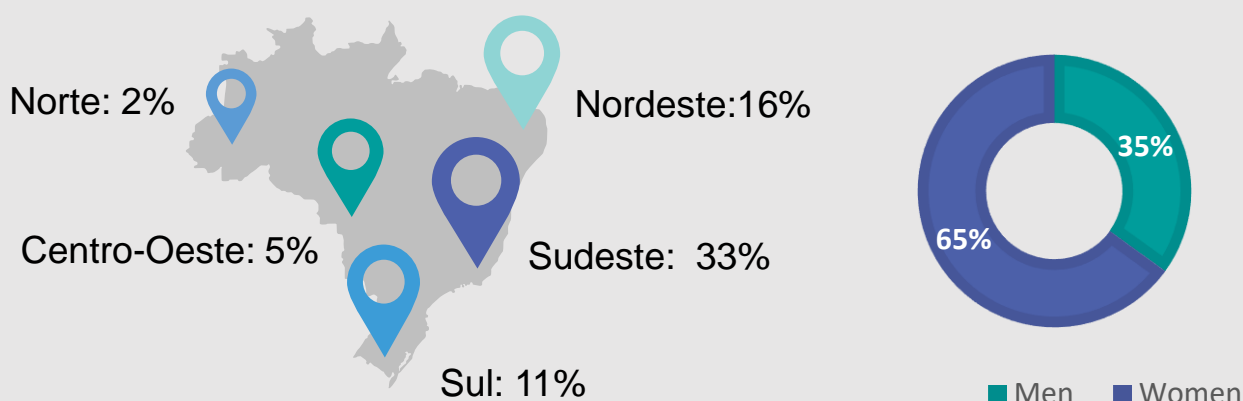


UNDERSTANDING BRAZILIANS' OPINION REGARDING BLACK FRIDAY

OBJECTIVE: TO UNDERSTAND PARTICIPANTS' OPINIONS ON BLACK FRIDAY - EXPECTATIONS AND FEARS AT THE TIME OF PURCHASE

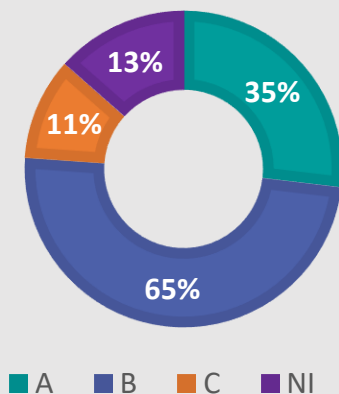
Survey was conducted online with 170 people from our CONECTAD@S online Community.



“When it comes to comparing prices, you have to be very thorough, I always do a lot of research and I find that the best deals appear in the early hours of the morning”

Female participant, Sudeste

Economic class of participants



ONLY 5%

OF PARTICIPANTS SAID THEY HAD NO INTEREST IN BLACK FRIDAY

95%

OF PARTICIPANTS SAY THEY ARE INTERESTED IN AT LEAST LOOKING AT PRICES.

"I always believe in good discounts. I look around and manage to buy some of the products I'm interested in, but it's important to keep an eye out.

Female participant SE.

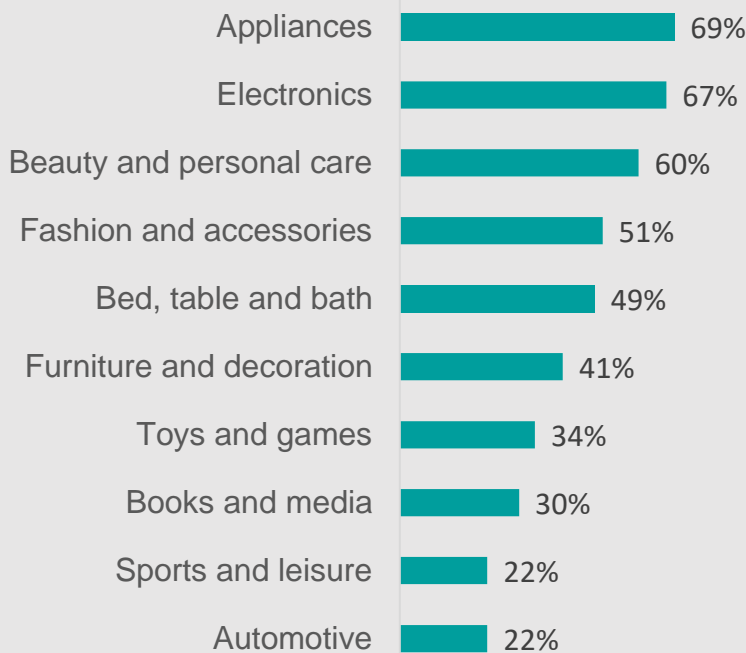
"I don't believe in discounts so much. I think they raise the price of things well above the usual price and then give a little discount.

Male participant SE.

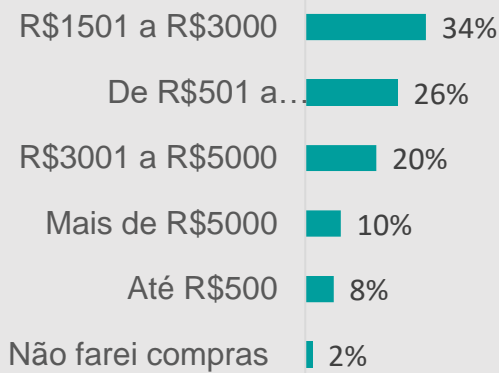
APPLIANCES AND ELECTRONICS ARE THE CATEGORIES OF GREATEST INTEREST



Most wanted to see on sale:



Shopping Budget



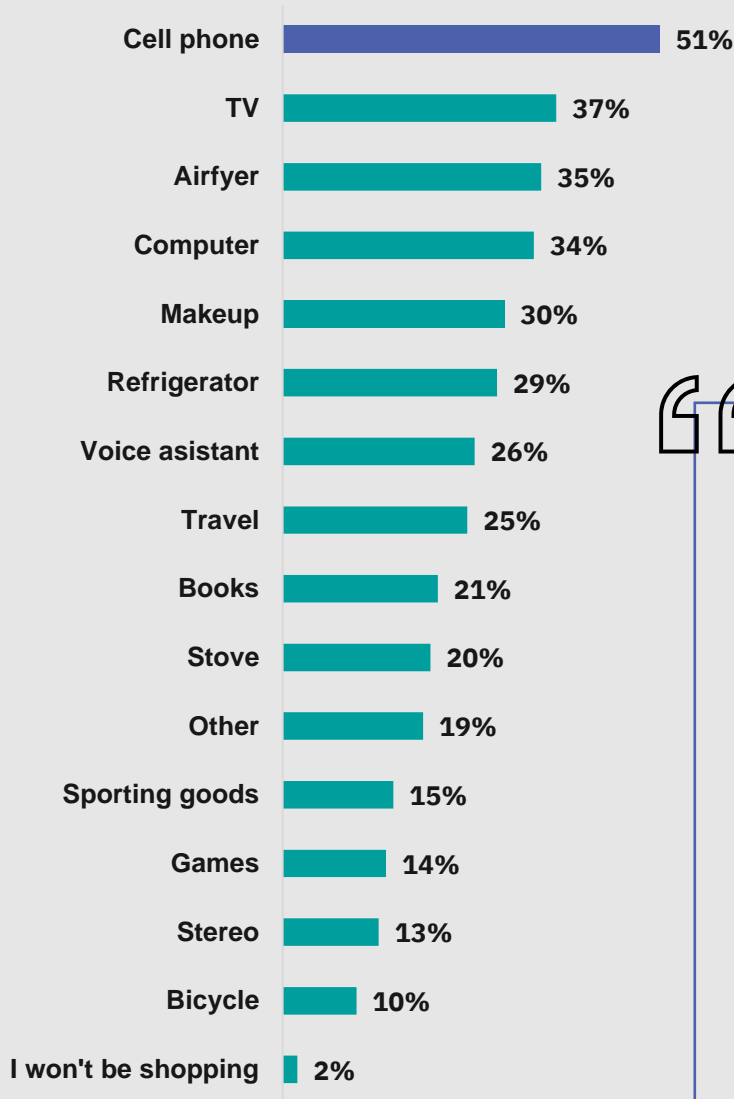
Q. Now think about your budget. What would be the maximum amount you could spend on products this Black Friday?

Q. Regarding your purchases, which category of products do you most expect to go on sale this year on Black Friday?



FOLLOWING THE CATEGORIES OF GREATEST INTEREST, CELL PHONES ARE THE ITEM THAT WILL PROBABLY BE SEARCHED FOR THE MOST

Possible purchases on Black Friday



"I'd buy a cell phone, because I need a better one, and make-up, because you can never have too much and cheap is even better"

Female participant, SE

"It would be great if there was a very attractive promotion on Black Friday. I would take the opportunity and buy all these items for myself and also for Christmas presents."

Female participant, NE



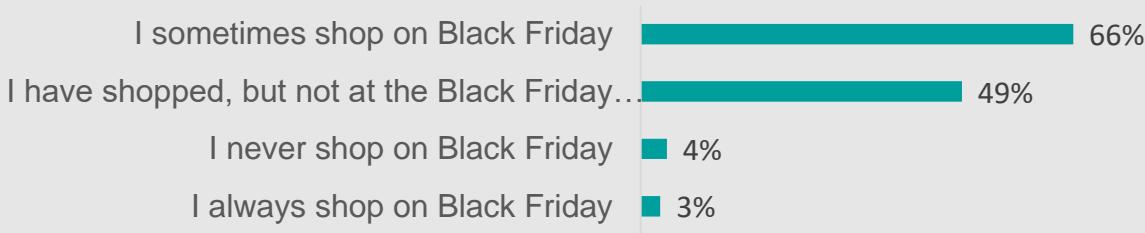
PARTICIPANTS BELIEVE THAT **NOT ALL DISCOUNTS ARE GENUINE** AND THAT SOME STORES MAY INFLATE PRICES BEFORE BLACK FRIDAY, ONLY TO REDUCE THEM TO THE ORIGINAL PRICE DURING THE EVENT, CREATING **THE ILLUSION OF A DISCOUNT.**

“There aren't always real offers, a lot of things are a bit of a farce for me, we see prices go up instead of down, so you have to do a lot of research, but I hope this year is good.”

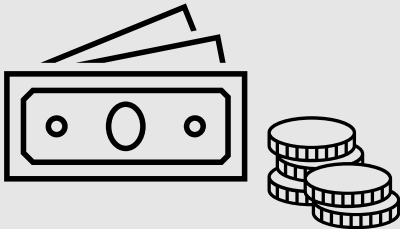
Male participant, SE

IT IS POSSIBLE TO IDENTIFY THAT THERE IS A CAUTIOUS VIEW OF BLACK FRIDAY. AND AT THE SAME TIME, A HOPE OF FINDING GREAT PRICES.

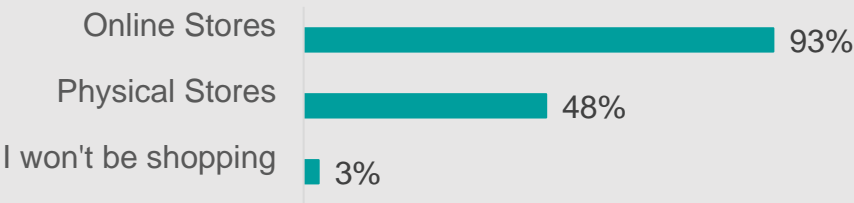
Past participation in Black Friday



Q. What's your relationship with Black Friday promotions?



Where do they shop?



Q. Where do you want to buy it?

PARTICIPANTS' FAVORITE STORES TO BUY FROM ON BLACK FRIDAY ARE THOSE WITH MORE VARIETY, VERSATILITY AND PUBLIC TRUST.



Q. Quais são os lugares ou canais mais comuns que você costuma usar para procurar descontos e promoções em eletrônicos durante a Black Friday?

“On some occasions the prices are really different, such as the AME promotion with Americanas, where you could get up to 90% cashback on your purchases.”

Female participant, SE

“Some prices, yes, I look at before the event. I do a lot of research and buy at a lower price. It requires research with caution.”

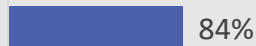
Female participant, Norte

“Unfortunately, not all companies are honest, so I usually monitor prices in trusted stores a while beforehand to check if the discount is real

Female participant SE

Last year...

I shopped on Black Friday



84%

I didn't shop on Black Friday



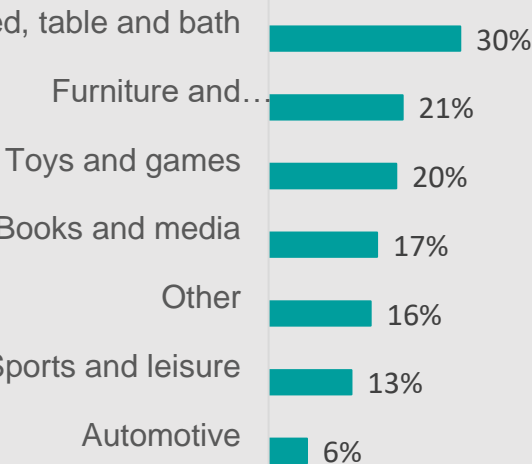
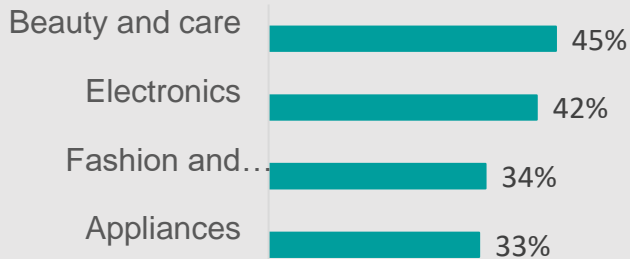
16%

BELIEVE THAT THE DATE PRESENTS GOOD OPPORTUNITIES TO SAVE, ESPECIALLY ON HIGH-VALUE PRODUCTS OR ITEMS THEY WERE ALREADY PLANNING TO BUY.

Q. Black Friday last year, did you shop?

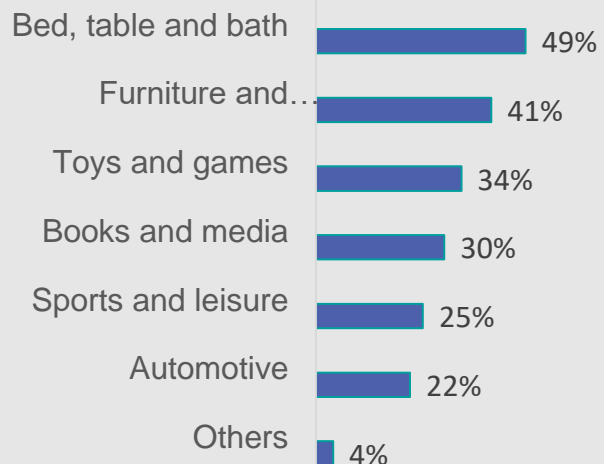
What did you buy?

2022



What you want to buy?

2023



Q. Regarding your purchases, which category of products do you most expect to go on sale this year on Black Friday? And which ones did you buy last year??

RESULTS SUGGEST THAT ACROSS THE MAIN CATEGORIES, PARTICIPANTS ARE LOOKING TO TAKE ADVANTAGE OF BLACK FRIDAY TO MAKE SIGNIFICANT PURCHASES, POSSIBLY PLANNED IN ADVANCE, RATHER THAN MORE IMPULSIVE PURCHASES.

"I hope it's a good deal. I usually save my money to use it all on that date.."

Male participant, SE

I want great prices, because in previous years I've spent a whole day waiting for the best price to buy the product."

Female participant, NE

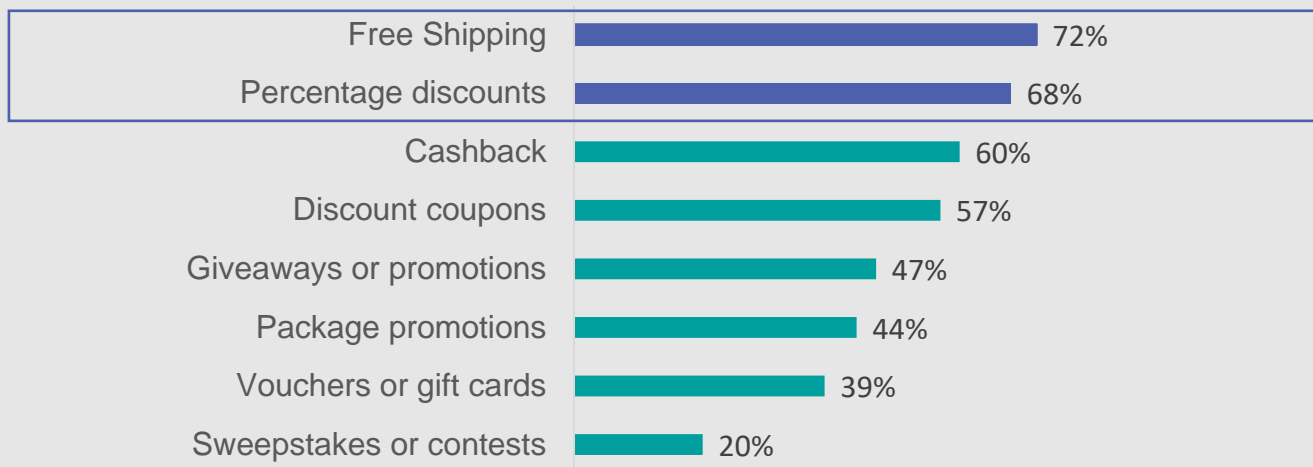
"I monitor prices well in advance so that when the Black Friday date arrives, I can be sure that there really are promotions on."

Male participant, NE



THE MOST IMPORTANT THING ABOUT BLACK FRIDAY IS THE REAL DISCOUNTS. BUT PARTICIPANTS HAVE THEIR OWN PREFERRED METHODS:

Best types of discounts



Q. If you want to take advantage of this year's Black Friday, what kind of promotions do you expect to find?

"I want to find lots of offers and buy as much as I can while saving a lot."

**Male participant,
Sudeste**

"I always want to shop, but I opt for sites with coupons"

**Male participant,
Nordeste**

I think the discount depends on the store. But you also have to research the value of the physical store and the online store

**Female participant,
Sudeste**

"I often look for coupons on cuponomy. And I always find them. Once that's done, I go shopping at Shopee and Amazon"

**Female participant,
Nordeste**