

# BRAZILIAN MARKET OPPORTUNITY

*New era and a new solution for global business opportunity*

- Business platform
- focus on NEW MARKETS
- Multi-Pool Segment



*Primeiro Mundo*

# GETTING TO KNOW BRAZIL

- **LANGUAGE**

- **BRAZILIAN PORTUGUESE**

- **STANDARTS**

- **INCREASE OF THE MIDDLE CLASS**

- **CULTURE**

- **OUTDOOR RECREATION**
- **FAVORABLE CLIMATE**

- **POPULATION ( INHAB)**

- **230M** AS BRAZIL
- **41.9M** STATE OF SÃO PAULO



## ECONOMIC DRIVERS

- **ACUTE GROWTH OF THE MIDDLE CLASS**
- **CONSTRUCTION INDUSTRY FORECAST TO GROW 4.5% IN 2023 (CNN)**
- **SALES OF NEW LUXURY HOUSES GREW 145% IN 2022**
- **60% OF REAL ESTATE EXPECT 2023 TO BE A BETTER YEAR THAN 2022**
- **REDUCTION EXPECTED IN INTEREST RATES THROUGH 2023-2024, BOOSTING CONSTRUCTION AND REAL ESTATE INVESTMENT**
- **ADVANTAGEOUS EXCHANGE RATE ATTRACTS FOREIGN INVESTMENT**

## HIGHLIGHTS:

- fifth largest country in the world
- 7<sup>th</sup> largest economy in the world (GDP)
- Huge potential for internal growth.
- 8,514,000 square kilometers
- 26 states + Brasília, the capital.
- tropical zone

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# BRANDSTORM



## BARRIERS

- **CULTURE**
- **PEOPLE ENGAGEMENT**
- **TAXES AND FEES**
- **STANDARTS**
- **KNOWING THE LAW**
- **THE MARKET CHANNELS**

## SOLUTION

- **LOCAL MANAGEMENT**
- **LOCAL CONTROLER**
- **LOCAL KNOWLEDGE**
- **SMART INVENTORY**
- **MINIMIZE RISK**
- **GROWS DEMAND**

## HOW TO

- **LOCAL MANAGEMENT, CONTROLLERSHIP, KNOWLEDGE**
- **SMART INVENTORY**
- **TAX EXPERIENCE**
- **MINIMIZE RISK**
- **GROWTH PLAN OR AS DEMAND**

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# FOCUS



# BUSINESS MODEL



Consulting

Planning

Project

Sales

Installation supervision

Start up

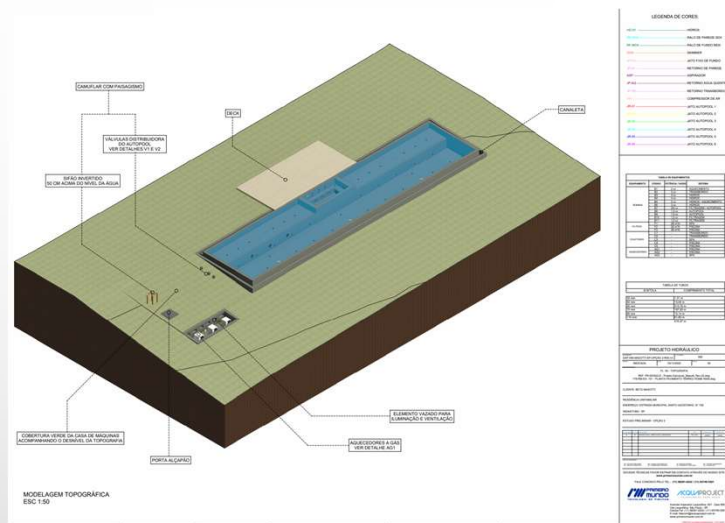
Maintain - Service

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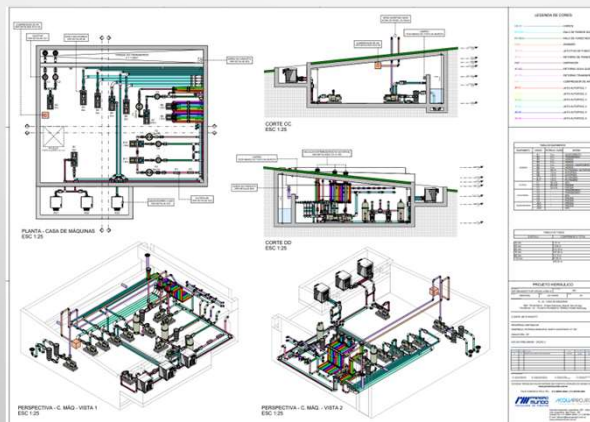
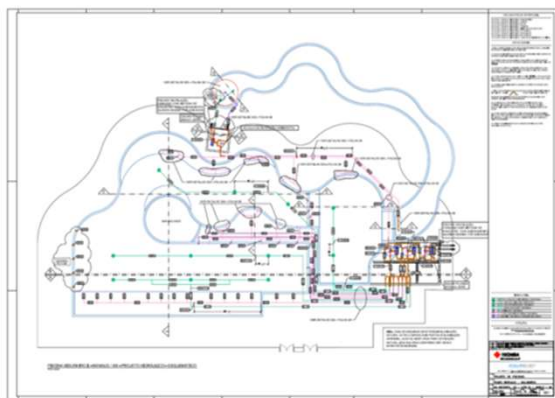
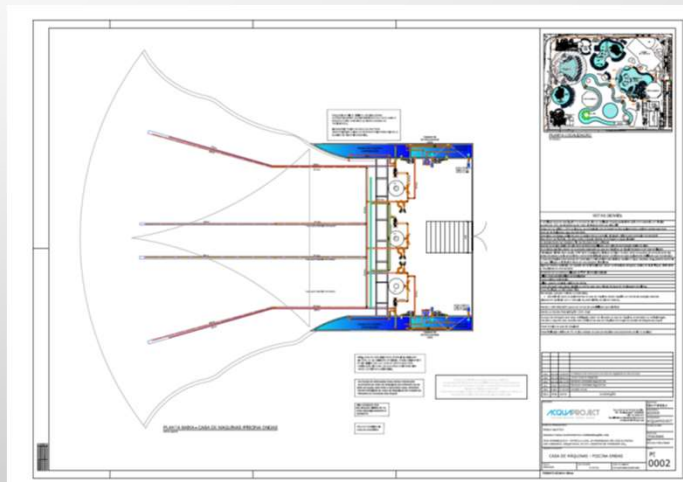
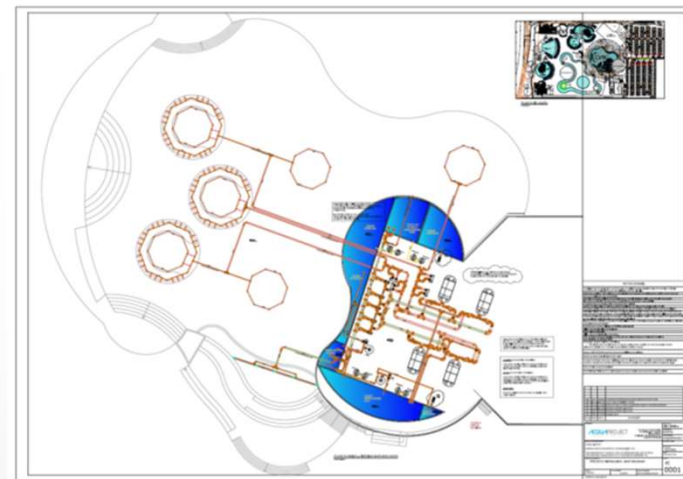




## RESIDENCIAL BUILDING – HIGH END PENTHOUSE POOLS

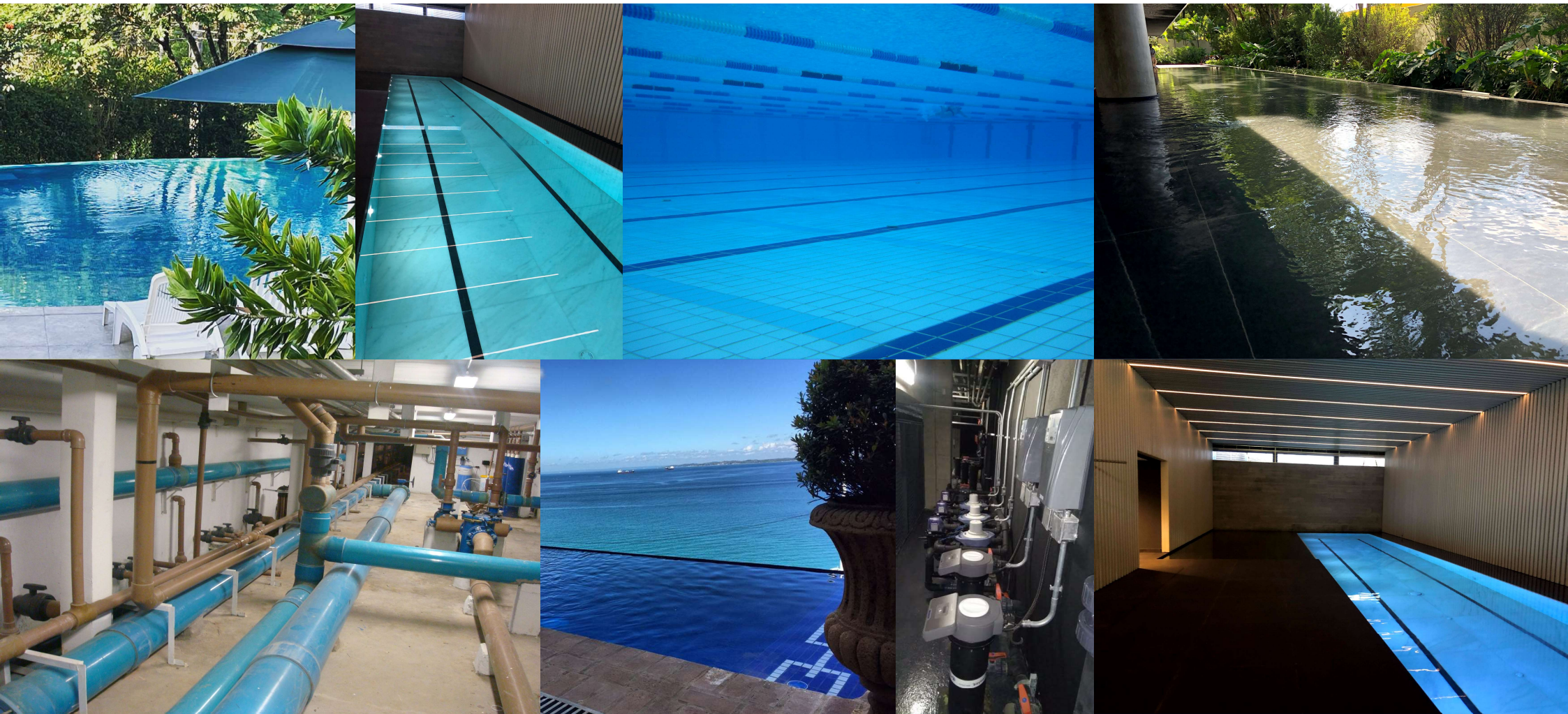


## • COMMERCIAL POOLS – WATER PARKS



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[PHOTOS - LINK](#)

CONFIDENTIAL

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EXECUTIVE SUMMARY - SUBSIDIARY PROPOSAL

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