

Ideas Program

Copag Ideas

The Ideas Program (PDI) is a Copag initiative that encourages, recognizes and rewards its employees for their improvement ideas. The program exists since 2014, and for the 2022 cycle we had 18 projects submitted, all focused on topics such as sustainability, continuous improvement, automation and marketing.



Copag Ideas presentation



Caption: Copag Ideas Committee. From left to right, top: Eric Costa, Marcos Nascimento, Aline Eleuterio, Roberta Karoline, Kaio Gabriel, Marcos Cavalcante, Mariana Gonçalves, Marina Simpson, Joabe Silva. From left to right, bottom: Sadma Suallem, Isadora Pereira, Alexander Jotta, Layza Barroso, Larissa Trevisan and Greyce Kelly



Lean Manufacturing Actions

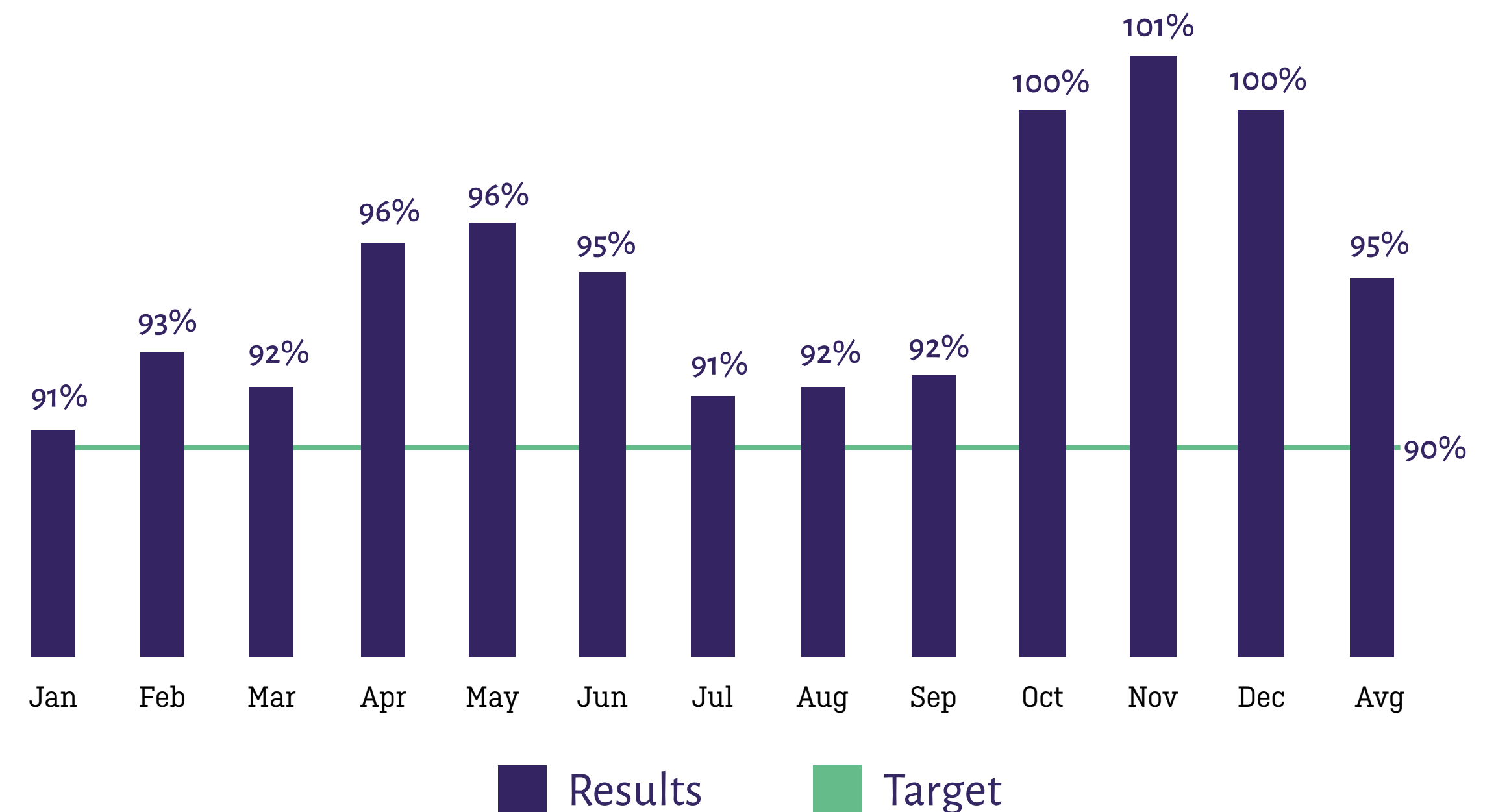
Continuous improvement actions are increasingly frequent at Copag, and through our Copag Smart Way Program - CSW, we develop processes and people using the Lean Philosophy, a management methodology that optimizes costs and reduces time and waste in a company.

Our focus is to eliminate waste and deliver value from the point of view of our consumers, in a gradual and sustainable way.

In 2022, our work was to further strengthen the Lean Culture, the 5S Program, and the development of projects that guarantee the delivery of the main Operational Excellence indicators.

Despite the challenges, the daily effort together with the collaborative spirit between the areas was fundamental for us to be able to deliver good results and achieve the goals.

OTIF 2022



Indicators:

OTIF (On Time In Full): It expresses the efficiency and effectiveness of project deliveries, that is, whether the deliveries are on schedule, and whether the objectives have been achieved.

Target: The goal set.

Relationships with
Customers and Suppliers

Message to Customer

On behalf of the full Commercial area and senior management at Copag, we would like to thank our customers for their partnership, always believing in our products, recognizing our brand as strategic for the development of their businesses and for helping us building a company with 115 years in the market, in a solid manner, with ethical values and always thinking about the entertainment of our consumers.

Marta Pique Mateus - Latam Commercial VP



National and
International Fairs

Abrin Fair 2022

Copag was present at the 38th edition of the ABRIN fair from March 13 to 16, 2022, held at the Expo Center Norte space, with the main Games and Collectibles launches of the year.

The booth was decorated with the 50th anniversary of MICO, a game that is part of Copag's history. The products presented were:

♦ Pokémon: Sword and Shield Collection 3

Games: Color Addict, Sequence, Dig In, Copag Classics, Harry Potter Classics, Trapped, SCI Truco, Stupid Deaths, Pop Dogs, Mico Giant Cards, Mico Activity Box, Jurassic World Activity Box, Lol and Trivia Crack.

We had more than 1800 visitors to our booth, who had the opportunity to discover the launches and all the novelties that Copag would deliver this year.

This fair is the most important fair in the segment of children's games and toys for Copag, and it is a great opportunity to show the news of the year for our current and new clients.



BSOP and BSOP Millions

From March 24th to the 29th, we participated in the BSOP SP (Brazilian Poker Championship). The aim was to generate brand awareness and visibility as we are a global poker brand.

The event was held in the Golden Hall of the WTC Sheraton, in São Paulo and our participation was sponsored and activated in the São Paulo Phase and in the BSOP Millions with the “First Time by Copag” tournament. In the São Paulo Phase, we provided a relaxing area with a totem for charging cell phones and puffs for people to rest. In the BSOP Millions, in addition to the relaxing area, as in the SP Phase, we held a photo and raffle action on social networks. We set up a replica of the final table with poker chips and lots of money, like the one we did at the WSOP in Las Vegas. Visitors who took a photo at the table,

registered on our landing page, posted and tagged @copagoficial on Instagram won a keychain. For visitors who wanted to compete for a poker bag, they had to comment on the post we made on Instagram. Whoever had the most liked comment took the poker bag.



The “First Time By Copag” tournament was held on the first day of the event for amateur players and had many participants. All participants received kits with a cap, cut card and keychain. The final table winners received a kit with bottle openers, cut card, texas deck and cap. The big winner got a cash prize and a Poker briefcase.



Participation in the APAS Fair

We were present at the APAS fair, the largest retail fair in Latin America, held at the Expo Center Norte convention center, located in the north of São Paulo, on May 16th to 19th.

The booth was assembled with all the news from our portfolio. The products were displayed both in shop windows and on displays for visitor interaction. Those who stopped by our booth were also able to get a close look at some of the games presented by the Copag commercial team, in addition to having fun with a poker table set up on site.

Visitors who participated in the games were awarded key chains of the brand.

17th Anime Friends

On July 8, 9 and 10, 2022, Anime Friends took place, one of the major events in the country aimed at anime, manga and Japanese culture.

Copag, always thinking about getting closer to its audience, brought a space to the edition with a Copag Store, in addition to a games area, which had more than 83,000 people in the three days of the event, with the main board games: Color addict; Sequence; Pop Dogs; Stupid Deaths; Dig In; Tá Pensando o Quê; Mimicry; and Mico's Game.

Participating in the event allowed us to disseminate the brand through the launch of new products, in addition to exposing our full line, creating a real experience with consumers.



Brazil Promotion

From the September 13th to 15th, we were present at the Brazil Promotion Fair, the main promotional marketing fair in Brazil, which took place at Espaço de Eventos Pró Magno.

Our booth was set up with products made for other customers, which were displayed in the windows. The commercial team also had some samples to present to visitors to the fair.

The objective of our participation in Brazil Promotion was to generate relationships, leads and win new customers.



WSOP Las Vegas

As a global poker brand, we will be present at the WSOP 2022 (World Series Poker) in Las Vegas, between May 22nd and September 22nd, with a sales booth and space with an Instagrammable setting.

Tournament participants and visitors who purchased two double decks or who took a photo at our booth and posted it on Instagram using #copag2022wsop could sign up on our landing page to compete for a Buy-In to the final table of the tournament.

Repeating the success of our participation in the 2021 edition, we reached 970 unique registrations, which accounts for a 40% increase in sales compared to the previous year, in addition to 108 mentions on Instagram with #copag2022wsop.



POKÉMON Tournaments

With the gradual resumption of events in 2022, POKÉMON tournaments could not be left out. Copag held four regional competitions in São Paulo, Joinville, Porto Alegre, Santiago (Chile) and the LAIC – Latin America International Championship, also in São Paulo.

There were more than 2900 people, including players and visitors, passing through the venues with 42 participants, exceeding our expectations.

Aiming to increase the number of players within the tournaments, the Ladies Event proposal has been improving at each event. The launch took place at the Joinville tournament, and we maintain the same format in Chile, Porto Alegre and São Paulo International.





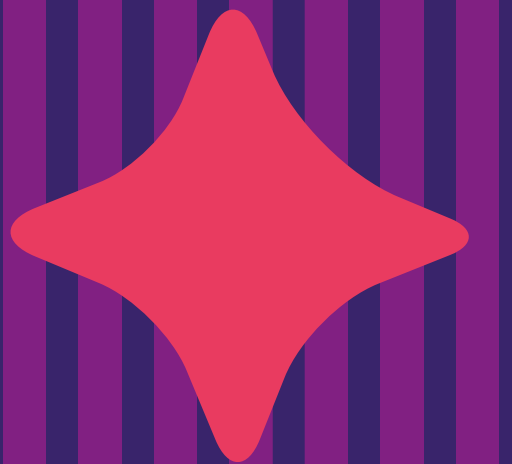
Service Channels

Sales Channels

Copag has several sales channels and follows the guidelines of the Cartamundi Group, which has criteria adopted worldwide.

Our products are sold at different points of sale, from toy stores to online stores.

The company seeks partnerships with businesses from different industries, always targeting the consumption area where our audience is located so that our line of products is increasingly visible and within reach of our customers.



Deck Day

Deck Day is celebrated on September 13th and, to remember this special date for card lovers, we held a different and free action right on Paulista Avenue in São Paulo: session of tattoos with images related to playing cards.

The idea for this action came after a playing card fan got in touch with us about the possibility of tattooing the art of our Queen of Hearts, customizing the design with her grandmother's face, as a way of honoring her. The fan was brought by us to São Paulo and, in partnership with the Tattoo You studio, we created the art the way she wanted and made the tattoo. We found the tribute very beautiful and inspiring, so we had the idea of turning it into something bigger, with which we could promote this experience to many more people. Registration for the action, held on September 11, at a tattoo studio set up in front of the Shopping Center, on Paulista Avenue, were carried out by the Sympla platform. Vacancies were opened by surprise, without prior notice, on four different days, through a post on Instagram. Spaces sold out in less than 1 hour. When enrolling, participants agreed to some rules, such as each person could only get a tattoo once, the enrollment could not be transferred to another person and that the tattoo arts were predefined and could not be changed. 59 people were tattooed and the last lucky person of the day was tattooed at 7:40 pm and had been in line since 11:00 am.

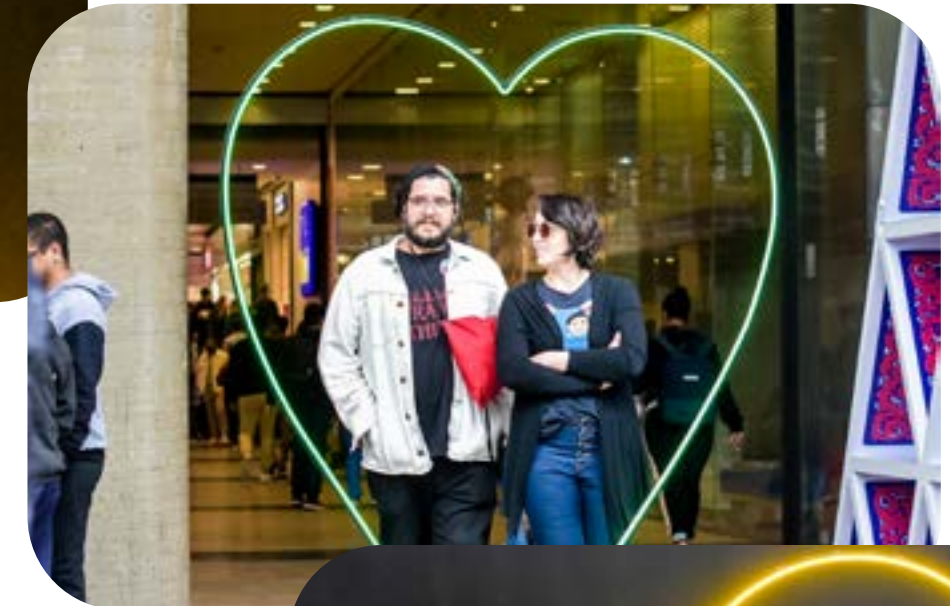


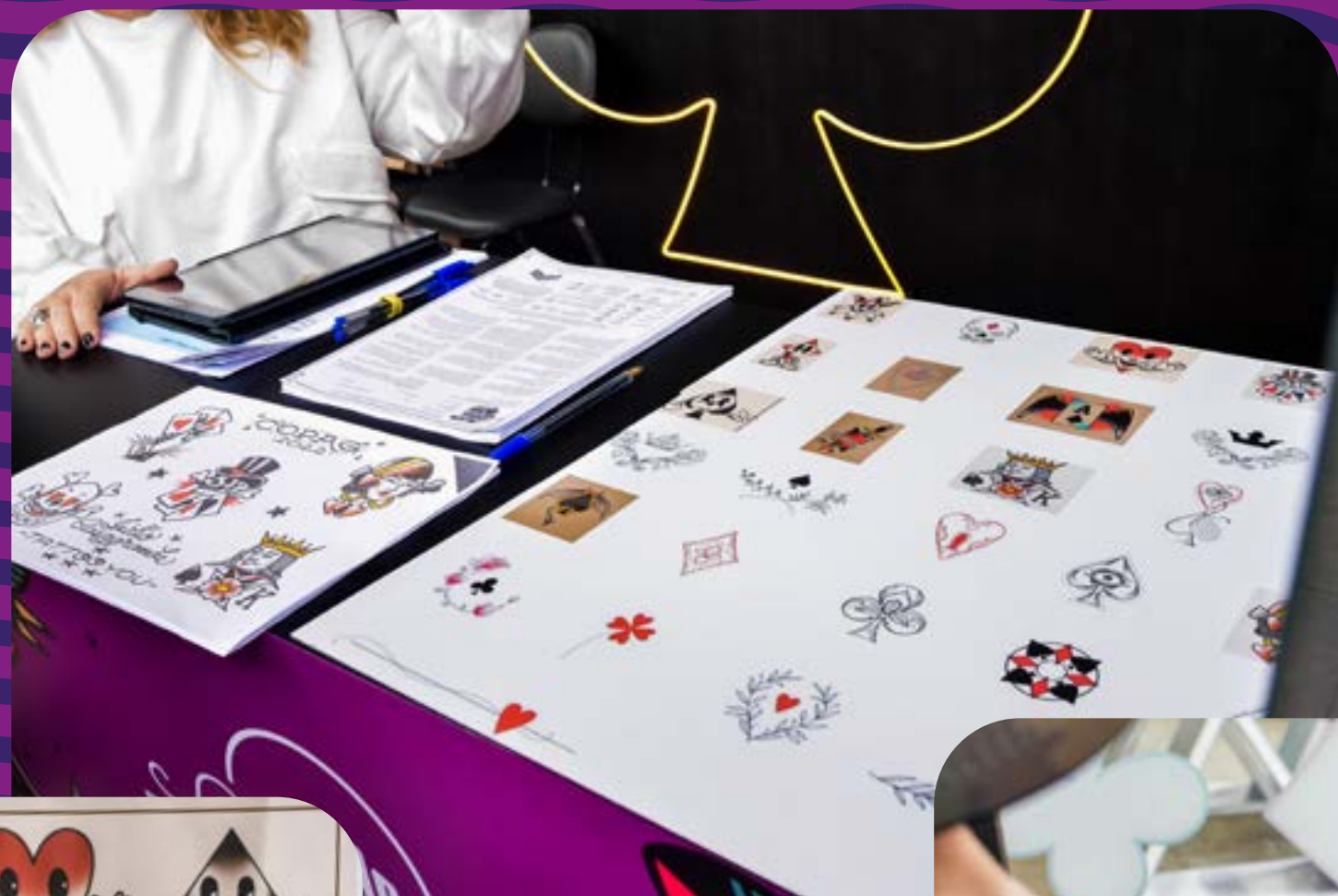


The action also featured Instagrammable spaces and scenography with LED suits. Everyone who took a photo in any of these spaces, followed @copagoficial on Instagram, posted and tagged us would win a playing card-shaped bottle opener as a gift. Everyone who went through the action won a playing card keychain.

In addition to tattoos and Instagrammable spaces, in partnership with the h2 club, we offered poker classes for amateurs. These classes had the “Learn by Playing” format. The rules were explained while everyone at the table participated in a mini tournament. At the end, the winner of each class won a trophy.

The Deck Day was also celebrated with an internal action. On the 13th, we took the same tattooists from Paulista Avenue to tattoo all the employees who wanted to. Moreover, we took a dealer to the poker tournament. At the end of the action, 27 people were tattooed and 12 people participated in the Poker tournament.









Marketing Actions

2022 Copag Summer Arena

The 2022 Summer Arena Project took place from December 2022 to the 2023 Carnival. The event was held at Balneário de Piçarras beach, in Santa Catarina, at Praia do Gonzaga, in Santos, and in Praia Grande, São Paulo. The project's goal is to bring entertainment to people on vacation, in their leisure time, reinforcing the idea that Copag offers fun. The experience booths assembled on the beaches offered different forms of entertainment so that the public could get to know and interact with some of our products. We offered a poker table, card table, games such as Mico, Color Addict, Color Addict Kids, Stupid Deaths, Pop Dogs, Class Deck, Neoteric Deck and 139 Deck. The action also featured the delivery of gifts and a throne of cards so that participants could take pictures like true kings and queens. All the games were available for purchase.





Truco Tournament Praia Grande

On the weekends in January, those who passed through Praia Grande could participate in the Truco Tournament promoted by Copag, at Arena Meia Idade – Praia do Boqueirão. The tournament had 320 participants, with 96 players who participated in games in more than one day. The action was aimed at fostering the experience of competitions for those who already play cards as an option for leisure and fun. The tournament had the presence of a judge responsible for intermediating and reorganizing the teams, as they passed to the next phase. The winning duo received a prize of R\$ 500. The second and third places were awarded R\$ 300 and R\$ 100, respectively.

Truco Tournament in Bars

Between the months of July and August, we hold the Truco Tournament in Bars, targeting amateur players who frequent bars in São Paulo.

With the use of the Official Truco Platform as an organizer, the stages for the tournament were strategically chosen considering the regions in which they are located. The participating bars were: Quintal do Espeto Carinás, Quintal do Espeto Vila Madalena, Quintal do Espeto Tatuapé, Quintal do Espeto Perdizes, Carioca Bar and Cervejaria Madalena.

The objective of the action was to generate experience and practice in tournaments among those people who already enjoy playing as a form of leisure.

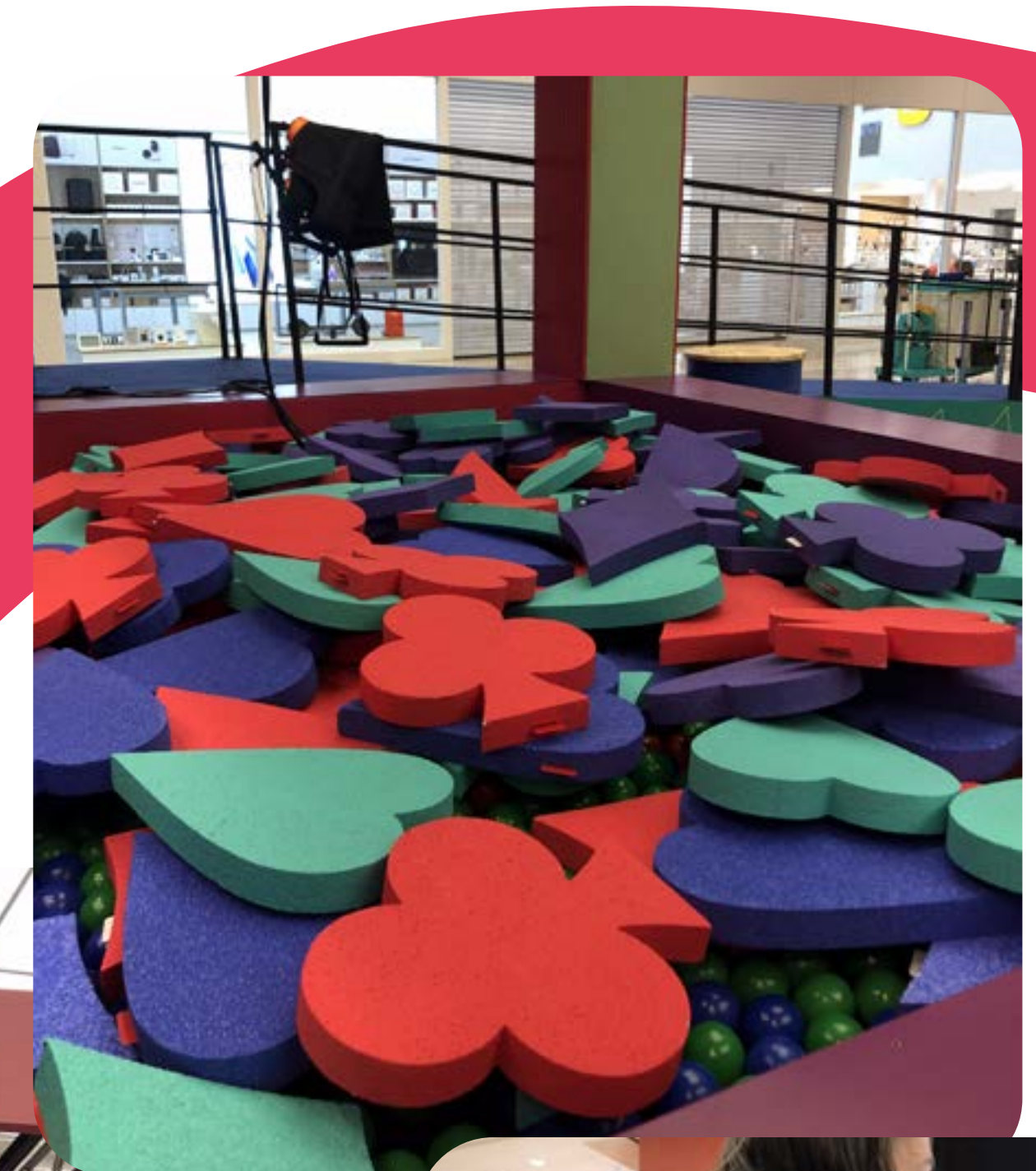


Human Claw

Taking advantage of the holiday period and reinforcing our role as an entertainment brand, which brings fun to all audiences, we set up a Human Claw machine at Shopping Center Norte. Between the July 14th and August 8th, visitors to the mall were able to venture into the enlarged machine.

Hanging by the claw, they tried to pick up one of the suits that were thrown into the pool. The game could also be played in pairs: one of them hanging and the other controlling the movements. The card inside each suit showed which gift the person, or the pair, had won, which could be t-shirts, caps, moleskins, cell phone ribbons, squeezes and even a poker bag.

Our space in the mall also had tables for visitors to play cards and an Instagrammable space. Whoever took a photo in this space and posted it on Instagram, tagging @copagoficial and #sejoga, would win a bottle opener. All the people who interacted in any of our activities won a gift playing card keychain.





Corinthians Truco Tournament

On August 6th, we held the Truco Tournament for Sport Club Corinthians members, at the team's multi-sports club located in Parque São Jorge, in São Paulo.

The objective of holding events like this, in partnership with football clubs, is to encourage people who already play cards to play even more, while at the same time experiencing the feeling of competition.

Our sponsorship at the event consisted of an award for the winning pair, an award trophy, in addition to Corinthians decks for the participants' kits.

Customization Totem

Between November 10th and December 9th, at Shopping Morumbi, in São Paulo, we carried out an action to publicize a new product, which allows to customize the packaging of your playing cards.

As customized products are a rising trend, we decided to launch these products at the end of the year, as Christmas gift options for those consumers who like to honor the ones they love the most, with a special and exclusive product.

Through a sales totem, inside the booth assembled in the mall, visitors were able to customize the packaging of their own deck or Mico game. The art of the packaging and backs of the deck were developed especially for this project and, in addition, it was possible to include a photo and text on the pack.

However, for those who like the traditional, there was also the option of customizing the traditional back of the 139 deck. At the end of this action, three customized playing cards were sold, in addition to 380 other Copag products, which were also available for sale on site.

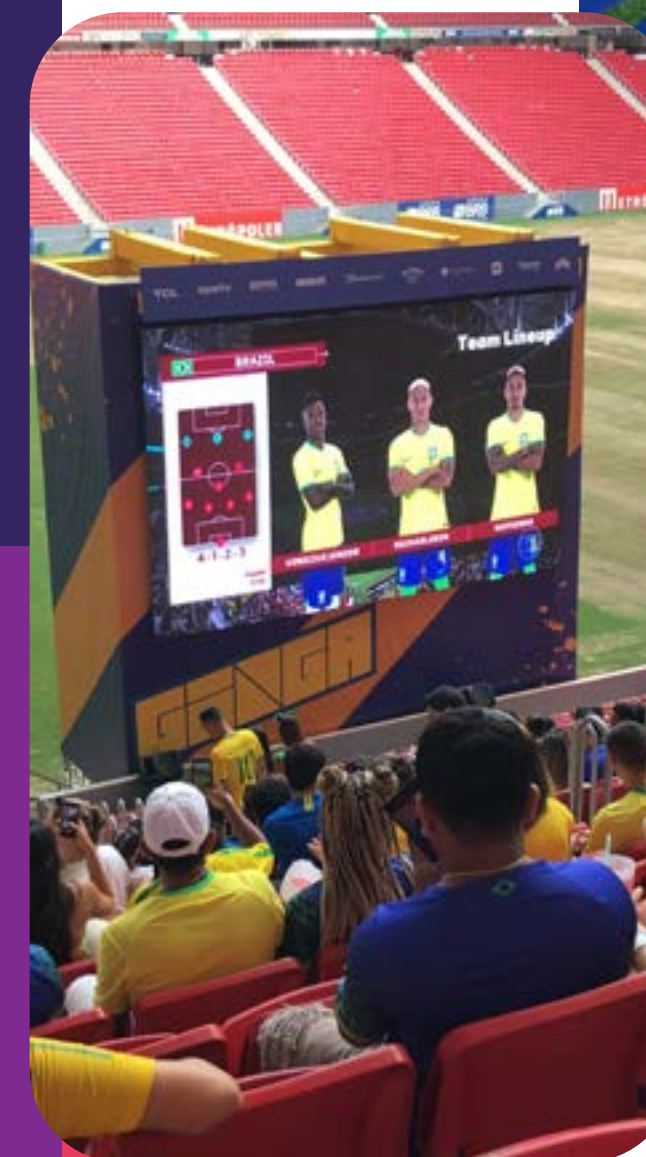


GINGA

During the World Cup, between the November 24th and December 18th, we held an event that included the transmission of games and concerts by national artists in five cities: Brasília, Belo Horizonte, Rio de Janeiro, Fortaleza and Florianópolis.

The events also had an Instagrammable action. Participants had a king/queen throne, accessories and backdrop available to take pictures, with customizable magnet quotes to choose which one had more to do with them, such as: Poker/Truco/Buraco – King/Queen/Star.

Whoever took the photo, posted it on Instagram and tagged @copagoficial, would win a personalized glass as a gift, in addition to a discount coupon at Copag Store.



CSOP Copag Series Of Poker

Focusing on amateur players, the Copag Series Of Poker intends to follow the trends of major tournaments in an online format, and offer the experience of major disputes to players who are not yet so familiar with tournaments and championships.

Carried out via the PokerStars Platform, with registrations through the event's landing page, it has an ads conversion campaign and a publicity campaign using influencers.

By holding this type of event, we gain expertise in this type of initiative, in addition to enabling amateur players to have experience in competitions and interact with Copag.

Corinthians Associativo and Fielzone Get-Together Event

On December 16th, we participated in the year-end get-together event for the Corinthians Time Associativo & Fiel Zone, held at the Fiel Zone Box at Neoquimica Arena, with the presence of the Executive Board, associates, former stars and Copag guests, held at the Fiel Zone Box at Neoquimica Arena.

In partnership with the Corinthians team, we took a poker table and a dealer to the event for guests to have fun. We also distributed kits to all participants, containing playing cards, key chains and bottle openers.

Launch of Products

Pride Deck Launch

Between May and September 2022, Deck Pride, an exclusive launch by Copag in partnership with the ElCabriton store, focused on selling exclusive products by independent artists.

In the deck, each card was designed by an artist who is a member of the LGBTQIA+ community. The product is genderless, in which the figures of the Jack, Queen and King have been replaced by the numbers 11, 12 and 13. The special edition was launched for sale on the crowdfunding platform called Catarse, with the goal of reaching the amount of R\$ 20,000 reais, to be donated to the Casa 1 Institution, focused on helping causes related to the LGBTQIA + community.

At the end of the sales period, the amount collected was almost double the initial goal: R\$ 39,657. The decks are being produced and sent by mail to those who purchased and contributed to the solidarity action.





Launch of the Folia Deck

During Carnival 2022, between February 26th and March 2nd, we launched the Folia Deck, in partnership with Lassú Restaurant, located in Santana, and with the participation of influencers for dissemination on their social networks.

The launch action included sending 30 kits to the restaurant containing the Folia Deck, Carnival accessories, in addition to a 10% discount coupon for purchases at Copag stores. The first 30 people who ordered the Copag drink and tagged @copagoficial in their post on Instagram won the kit. As a result, we had 100% of the kits delivered, 13.6K views, 216 likes and 18 comments on Instagram.



2023 Deck Launches Workshop

On August 10th, the Marketing team gathered at the Casa da Ari events venue for a brainstorming on deck launches in 2023. The workshop was held with to generate insights of products that were likely to be successful, based on ideas from different people.

The main points of the brainstorming were which decks would be released in 2023, which themes, with which layouts, with which features, focusing on three of our personas: funseeker, unplugged, challenge driven and chip hunter.

The workshop featured a lecture by Box 1824, a company specializing in trend research, so that eyes would return to everything that is on the rise and would probably continue as such. The participants gathered in groups to discuss the ideas and, after some time, one member of each group would listen to the other groups' ideas and come back with new comments to improve their own product. At the end, we made presentations of all the proposals.



Sales Convention

Online Sales Convention

The Copag Sales Convention took place in virtual format, via the Microsoft Teams platform on November 7th, with the objective of sharing news and changes with sales teams, partners and employees. The use of Teams allowed greater interaction between participants.

The event featured a lecture by Professor Martha Gabriel, with the theme “Joining the physical world with the digital world: the metaverse”. The speaker also spoke about NFTs (non-fungible tokens), as Copag is introducing new products to the market containing this new trend.



Speech of CEO Ana Carolina at the Sales Convention Dinner



Presentation of new Copag products

Sales Convention Dinner

The Abrin Sales Convention Dinner is an event held every year with the main representatives and distributors of Copag Games and Collectibles.

We had 78 participants, who stayed on top of the news that the company presented within the Commercial, Marketing and Product Launch areas.

Our meeting took place at the Coco Bambu restaurant in Anhembi, an environment that our guests could enjoy in a more relaxed and clear manner, full of content!



Copag Team at the Sales Convention Dinner