

Relationships with customers and suppliers

Fairs

Due to the world pandemic, Copag did not participate in national fairs in 2021. We are joining forces to make 2022 different.

COPAG - WSOP LAS VEGAS

Copag, a world leader in card manufacturing for over 100 years, participated in the 2019 and 2021 editions of the most renowned poker championship, the WSOP LAS VEGAS (World Series of Poker).

For the 2019 edition, 187,298 people visited the Copag booth, while last year 131,109 people passed through the space, even in a year with a post-pandemic peak. It is worth remembering that there was no edition of the event in 2020, because of the moment faced by the advance of COVID-19.

The Copag stand was in a strategic location, right at the entrance to the main hall. We estimate that 75% of visitors to the event passed through the space.

In the 2019 event, we sold 5,239 units of card decks, while in 2021 we sold 4,709 units. During both editions of the WSOP, we ran a promotion of 2 double decks for \$ 30 (the normal price was \$ 34).





Marketing Actions

With the purpose of bringing Copag products to the attention of as many people as possible, we developed some actions in 2021, which resulted in several actions throughout the year that generated high engagement and acceptance by consumers and partners.

Action at Applebee's (São Paulo/SP)

In October 2021, to celebrate Children's Month, we made games available at Applebee's restaurants in the Morumbi and Eldorado shopping malls and at the Moema unit for customers to try them. The games Din In, Sequence, Mestre da Mímica, Tá Pensando O Quê, Color Addict, Mico and Baralho Class, produced by Copag, were a public success among adults and children who visited the places.

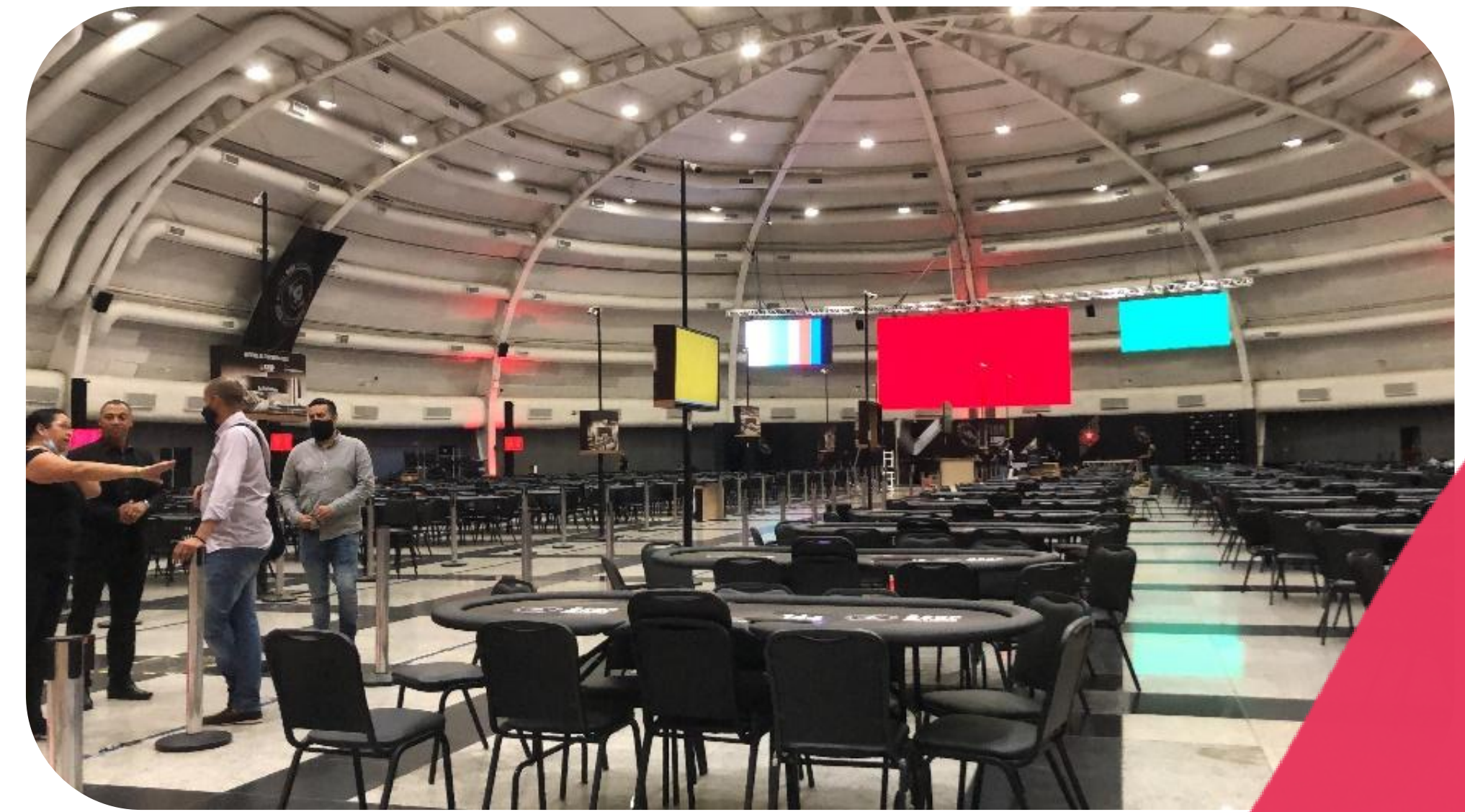
The action also had the participation of the digital influencers Camila Ohana, Valenthina Rodarte and Mariah Sayuri, with a positive impact among the selected audience.



BSOP

In November, we participated in the BSOP Millions 2021 (Brazilians Series of Poker), with the installation of totems so that participants could charge their cell phones and preparing the environment for the rest area.

In the event, we created the “First Time by Copag” tournament for players who have never played in a major competition to have the opportunity to get to know the event and all the excitement of competing in the major poker competition, BSOP. We had 518 players and made kits available for participants, winners and a special prize for the main winner.



Corinthians

In December, we participated in the end-of-year fraternization event of Corinthians' Time Associativo & Fiel Zone. On the occasion, attended by the Executive Board, associates, former soccer stars and Copag guests, in the Fiel Zone box at Neoquimica Arena, we provided a poker table to promote fun for the guests and distributed gifts.



Guarujá Summer Arena

In December 2021, at Praia da Enseada, in the city of Guarujá, in the State of São Paulo, we started the Guarujá Summer Arena project, with various forms of entertainment for the public to know and interact with some of our products.

We offer poker table, card table, games such as Sequence, Dig In, Mico, Color Addict, Color Addict Kids, Tá Pensando O Quê?, Mestre da Mímica, Corrida Mágica, Baralho Class and Baralho 139. Furthermore, those who passed through the space won exclusive gifts and took pictures on our throne of cards – a special setting for Instagram photos. This action will extend until the 2022 Carnival.



Partnership with Villa Santo Agostinho Hotel

In December 2021, we opened the Copag Games Room in a partnership with the Villa Santo Agostinho Hotel, with a relaxed and cozy decor and Copag games and decks to promote guests' enjoyment. This partnership has no end date and we will go beyond the game room to set some further strategic locations previously agreed with the establishment for brand activation.

