

New Identity

We have a new look!



Over the years, Copag has changed the way it relates to its partners, customers, and employees. With market advances in the digital age, we often need to update ourselves to keep up with changes taking place in the world, people, and culture in general. For Copag, change has been very recurrent over the past few years and we know very well how to change for the better.

Around 2017, we started work that, encouraged by top management and Strategic Planning progress, set out to reassess our main product line: decks. Of course, we knew that restructuring a product line so associated with our brand would be a challenging work. Therefore, we assembled a multidisciplinary team and started an in-depth study of the deck from inside to outside the Company. But after more than 100 years of history, how could we be sure about what this deck really represents?

Our deck is not just a matter of numbers for us, but part of our identity, of our journey, and it is how we have been able to connect with families in Brazil and around the world over decades. When we realized this, we found that we needed to understand what

the deck meant for each person in that group.

We started by discussing ideas, asked a lot of questions and went after answers to them. After many meetings and a lot of effort, we finally realized how the deck can be simple and complex at the same time. Many meanings, many associations, many ideas, which ended up giving rise to many questions. We decided to take the questions that most intrigued our team and collect data to answer them.

We did a complete analysis, surveying sales, volumes, prices, turnover figures, positioning of the last 5 years, 10 years, who were the customers of each product, where they were being sold, and so on. We performed a real audit and managed to realize how important our deck was to us. After all, Copag represents the deck. That's when we understood that to reformulate the line, we would also need to reformulate our idea about it, the idea that people have about the deck, and finally we would have to reformulate our idea about ourselves. We decided at that time that our identity would need to be remodeled along with our line of decks.

Thus, we hired a partner company to help us in this mission. We showed all studies we had done and together we drew up a plan to help us present Copag as a renewed brand. For the deck to be cool again, Copag needed to show that it was up to the game and that it understood consumers.

We worked together in this project accompanied by our top management and various participants that put all their efforts over more than two years and, on March 2, 2020, we were able to meet the new face of Copag.

Not only did we change the logo, but also our identity, from the colors to the way we talk to people. From then on, we showed that we were different, with more attitude, more swing, and a lot more bluff! Gradually, this new way helped us to show that Copag is a deck, yes, but it is also a board, toy, children's games, dice, pawns, +4... TRUCO!

Without any doubt, all of this helped us get through 2020. We are getting closer to people, not only to card players but also to our work partners, our customers, and all the families that put Copag in the happiest moments of their lives.

We thank everyone who embraced this idea with us, the goal is to take our playful way of being further and further.

#ENJOYIT!



Relations with Customers and Suppliers

Abrin Fair 2020

Copag was present at the 37th edition of ABRIN fair before social distancing measures, held at Expo Center Norte on March 8-11, 2020. For the event, we took our main products launched in the year:

Pokémon Cards: Sword and Shield Collection 3

Toys and Games: Color Addict, Mimicry, Tá Pensando o Quê, Dig-in, Gobsmax Devouring Truck, Giant Gobsmax, Game of Fables.

During the days of the event, our stand received more than 1060 visitors who had the opportunity to see the launchings and check Copag's new visual

identity.

ABRIN is the most important fair in the segment of children's games and toys, and represents a great opportunity for Copag to present its news to new and recurring customers.



Photo taken before the pandemic.



Online Sales Convention

The year 2020 was marked by the distancing caused by Covid-19 and reinventing the way of holding our events. As a result, the Sales Convention was held in a completely new hybrid format for the participants.

We held the 1st Online Sales Convention on August 19, 2020. In addition to the presence of our Commercial teams and Representatives, we offered the opportunity for our employees to also participate.

We had, in all, 161 participants who learned about the news that Copag presented in the Commercial, Marketing and Product Launching areas. Even online, the convention had a lot of interaction through communication via chat and quiz with the distribution of gifts.

While we can't get together like this...



We got together like this!



Reality Show “A Fazenda”

The year had many surprises, and one of them was certainly the participation of Copag in the reality show “A Fazenda” broadcast by Record de Televisão network, with the launching of the product Color Addict.

The participants of the show were challenged to get to know and play Color Addict, competing for a final prize. On the day of the game, the scenario was set up with the visual identity of the game and Copag brand. To make the action even more colorful, the participants were given a customized windbreaker jacket.

The show was broadcast on November 18, 2020, with comments by Marcos Mion, the show host, who gave a testimonial on the product and showed the best moments of the action with the participants.

We know the importance of this action and we are satisfied with the repercussion and exposure of our brand. We had an audience of more than 1,082,608 viewers on the day the show was broadcast, who had



the opportunity to get to know and buy the product through a QRCode that appeared on the screen and opened Copag Store.



Our Products

Among the products launched that were successful in 2020 and which came to stay are: Clássicos Copag, Mestre da Mímica and Tá Pensando o Quê?. In addition to products launched in partnership with the influencers Lucas Netto and Luluca, which were also sales highlights.



Launching of Products in 2020

Color Addict surprised everyone with a bold action during the reality show A Fazenda, on TV Record. The beloved Jogo do Mico and the world's best-selling card game, Uno, were the best family fun options during the pandemic, both breaking historical sales records.



For 2021, the strategy remains focused online diversity, new partnerships and more fun!

In 2020, Copag increased its participation in the games market with the launching of 26 new products, doubling its revenue from games over the average of the previous 4 years.

The strategy focused on simple learning mechanics, different packaging formats, diversity of price ranges, renowned licenses and, the main one: guaranteed fun!



Dealing with the client



Complaints Received				
Year	Customer Complaint	Procon	Court	INMETRO
2016	215	0	0	2
2017	377	0	0	3
2018	338	0	0	2
2019	252	0	0	2
2020	702	1	0	0

% Complaints Resolved				
Year	Customer Complaint	Procon	Court	INMETRO
2016	79%	0	0	100%
2017	97%	0	0	100%
2018	99%	0	0	100%
2019	96%	0	0	100%
2020	78%	0	0	100%

