



ENTERTAINMENT



VIDEO GAMES



AUDIO



HEADPHONES



DRONES

EXCELLENCE IN DISTRIBUTION & MARKET EXECUTION

# COMPANY OVERVIEW

## 01 OUR BUSINESS

Founded and headquartered in Miami, WIT is a leading distributor of a wide variety of products into the dynamic Latin America market, now celebrating our 20<sup>th</sup> year in the distribution business

## 02 PRODUCTS & SERVICES

Our product portfolio includes a wide range of video game hardware, software and accessories, consumer electronics as well as, other digital media products

## 03 TARGET MARKETS

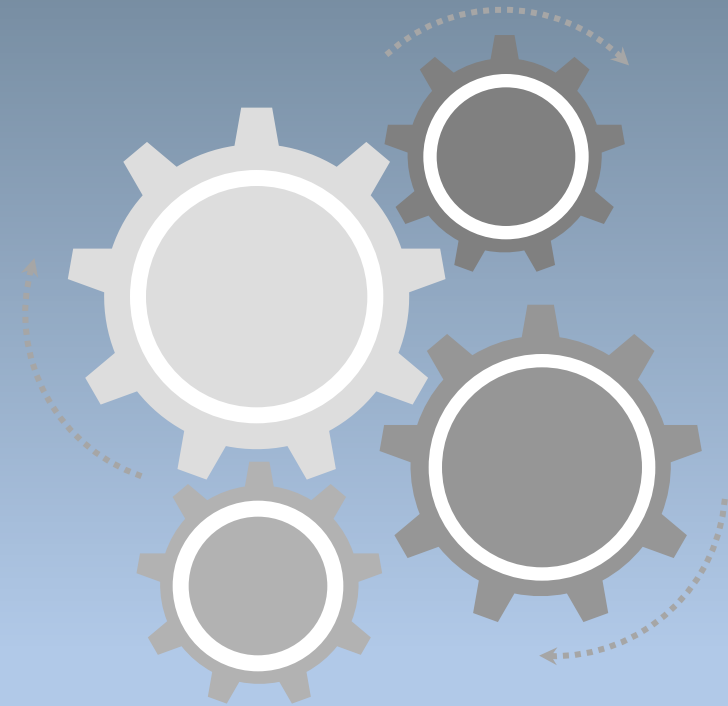
Our primary target markets in the Latin America (ROLA) region are: Argentina, Bolivia, Chile, Colombia, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela, but we service hundreds of additional customers in the Caribbean and the smaller markets in the region

## 04 LOGISTICS

We offer retail customers landed product invoiced in local currency in the key markets of Chile and Peru and will soon be adding Colombia. The remaining countries are serviced from our Miami warehouse

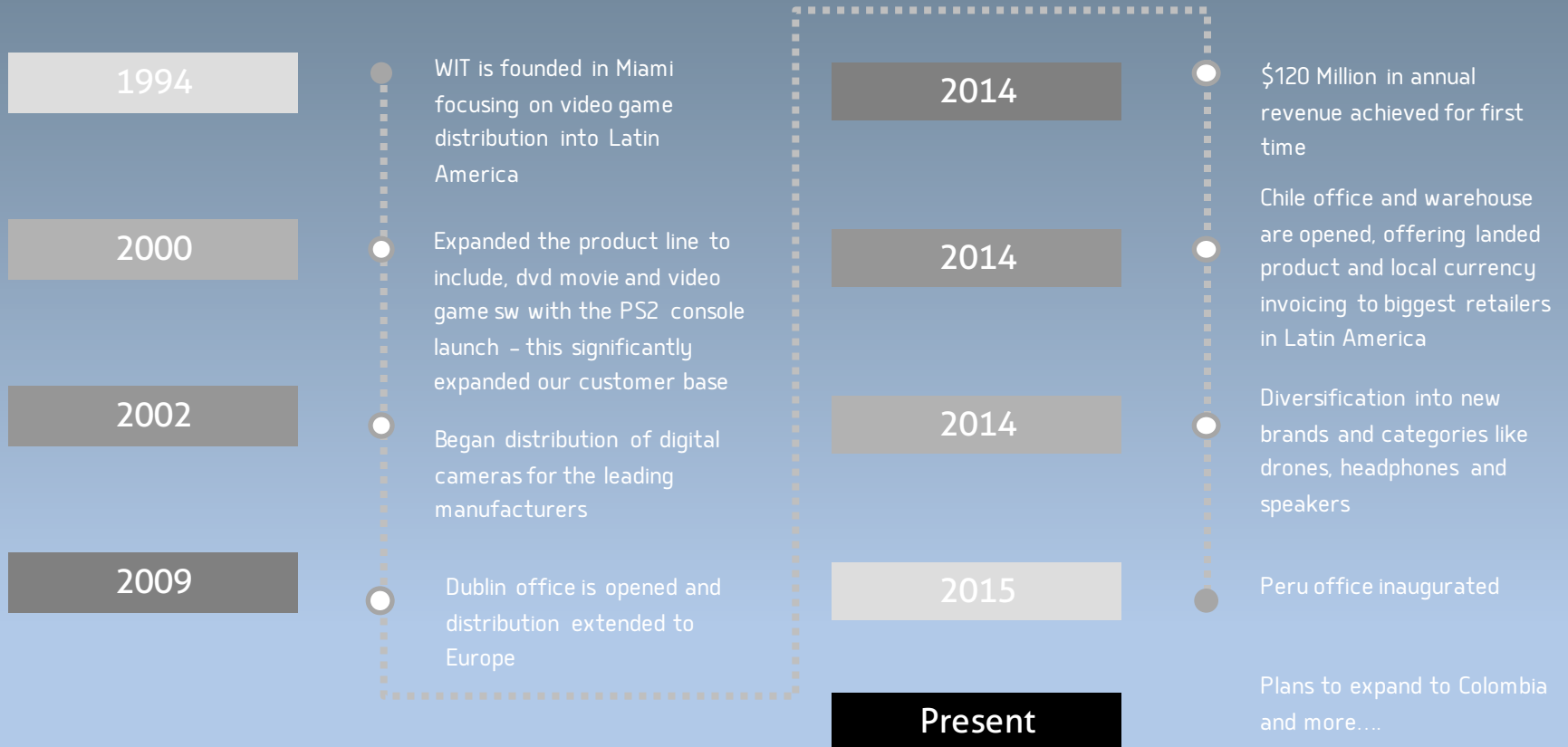
## 05 EXPERIENCE

WIT's years of experience operating in both Latin America and the consumer electronics industry provide the proven ability to predict the latest changes and newest trends, allowing us to successfully market the proper product mix



# HISTORICAL TIMELINE

+25 YEARS COMPANY



# LOCATIONS



- Existing Locations
- Coming Soon

MIAMI - USA

Headquarters / Warehouse 20.000 sq. ft.

PANAMA CITY - PANAMA

Warehouse

SANTIAGO - CHILE

Office & Warehouse

LIMA - PERU

Office and Warehouse

BOGOTA - COLOMBIA

Office and Warehouse Opening 2016

DUBLIN - IRELAND

Administrative and Sales Office

ANTWERP - BELGIUM

Warehouse

# COMPANY MANAGEMENT



**FILIPPO  
BOCCARA**  
PRESIDENT/CEO



**JEAN PAUL  
DELISLE**  
GM CHILE-PERU



**STEPHANE  
LEMAIRE**  
GM EUROPE



**GINO REQUENA**  
CFO



**IGOR ALARCON**  
BOARD

# BUSINESS AREAS : PRODUCTS & BRANDS

**SONY**

**Nintendo®**

**Microsoft®**

VIDEO GAMES



**T2**  
TAKE TWO  
INTERACTIVE

**ACTIVISION®**

**SQUARE ENIX.**

**505  
GAMES**

& more

STUDIOS

**SENNHEISER**

**A**  
AUDIO

**SOL REPUBLIC**  
SOUNDTRACK OF LIFE

AUDIO

**Parrot**

**dji**

DRONES

# WIT'S VALUE PROPOSAL

## WE KNOW

Direct sales to hundreds of customers throughout Latin America, including the biggest retail chains, smaller regional chains, Apple premium resellers, game specialist stores, and small local sub-distributors who sell to the thousands of mom & pop stores in the region.



## WE DEVELOP

Excellence in retail management and point of sale execution; offering deployment of in-store displays, merchandising with promoters, and other retail activities to support sell-thru



## WE SOURCE

Sound financials ensure the ability to meet all regional demand – willing to pay cash in advance for initial orders until history is established



## WE TRANSPORT

Landed product and local currency invoicing in the key markets of Chile, Peru and Colombia very soon.  
Highly efficient supply chain developed over 20 years of moving product to Latin America



## WE ANALIZE

Weekly sell-thru reporting from major retailers (Chile, Peru, Colombia, Argentina, Panama)  
Monthly activity reports and competitive analysis  
Ability to accurately forecast initial demand and replenishment



## WE MANAGE

Highly skilled and experienced leaders in all areas of the organization allow WIT to make informed decisions, mitigating risk in the complex Latin America market



# WIT'S WORKING MODEL



## PLANING

It all starts with planning at WIT and each plan starts by using data and experience.



## LAUNCH

Working closely with our partners, we strategically decide which is the best way to launch brand and products by market.



## BUILDING

We don't deliver miracles we work hard to build solid and consistent results.



## GROWTH

Brands need execution and growth, that is the reason to choose us.

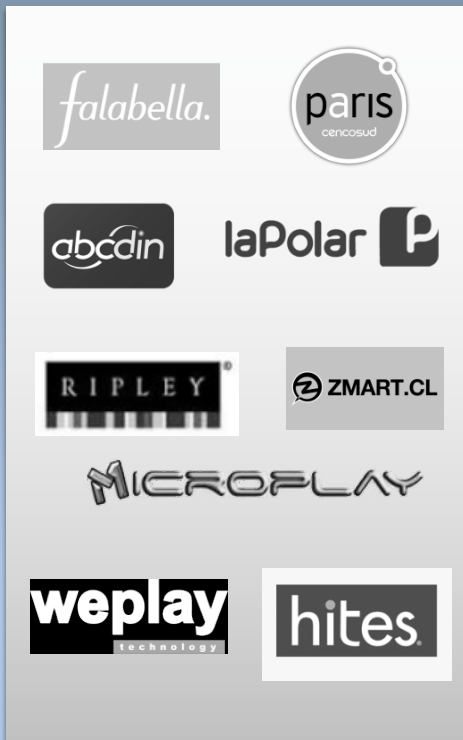
OUR BUSINESS MODEL IS FOCUSED IN QUALITY OF EXECUTION, RATHER THAN QUANTITY.



# RETAIL COVERAGE – CHILE AND PERU

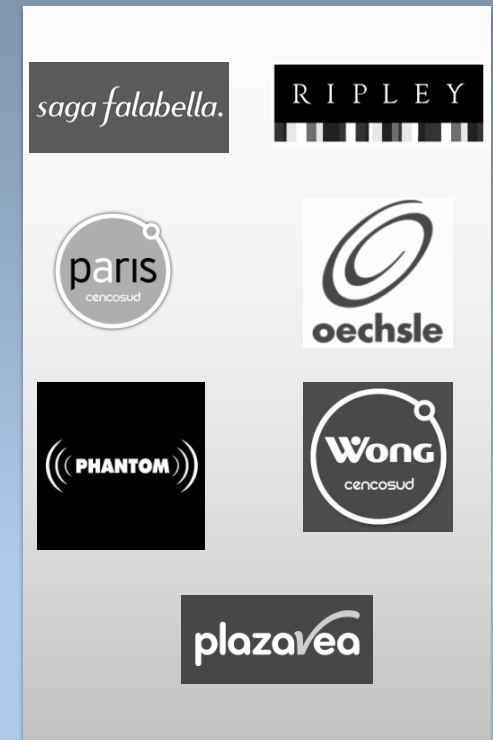
## CHILE 13 KEY ACCOUNTS

465 POS



- WIT Chile's Management Staff is responsible for both the Chile and Peru Operations
- Executive Management Team boasts years of experience at leading multinationals.
- WIT delivers product locally and invoices in local currency
- WIT offers comprehensive retail support including in-store displays and advertising, merchandising, promoters, launch events, and sell-thru reporting.

## Peru 11 Key Accounts 300 POS



# RETAIL COVERAGE – REST OF LATIN AMERICA

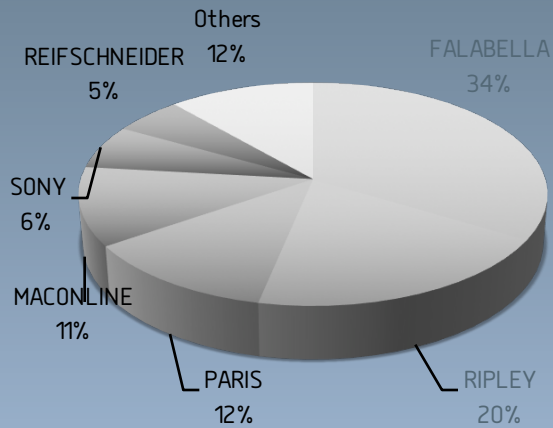
**ROLA**  
**100+ KEY ACCOUNTS**  
**1,000+ POS**



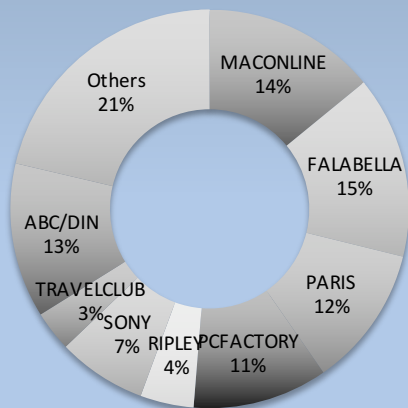
- WIT's 20+ years of experience has resulted in direct sales relationships with hundreds of accounts throughout the region
- WIT is able to efficiently supply these accounts from the Miami warehouse
- For the larger, more developed retail accounts monthly sell-thru reports will be provided (Colombia, Argentina, Panama)
- Although WIT does not directly manage retail marketing activities, we do provide all necessary marketing materials to retailers in order to facilitate their marketing activities
- These accounts are managed by WIT's large and experienced sales force based in Miami

# SUCCESS STORIES: A-AUDIO

## PREMIUM HEADPHONES VALUE 2014



## CHILE BLUETOOTH SPEAKERS UNITS 2014



- WIT was granted exclusive distribution of the A-Audio brand midway through 2015
- A-Audio is a little known brand which aspires to compete in the high end headphone market with Sennheiser, Beats and Bose
- WIT used GFK market share data to determine that two retailers (Falabella and Ripley) owned more than 50% of the premium headphone market in Chile
- WIT's sales and marketing team in Chile developed an attractive and cost effective interactive display
- Combining the innovative displays with an effective retail marketing plan, WIT was able to place the product at both Falabella and Ripley



# WE CAN BE YOUR PARTNER



## MARKET KNOWLEDGE

- A knowledgeable sales staff with years of Latin American Video Game and consumer electronics sales and marketing experience.



## RESOURCES

- Warehouse locations in Miami, Panama & Chile with logistical expertise and proper product mix for hard to reach accounts
- Solid financial resources and solvency to enable fast growing brands.



## MARKET EXECUTION

- Marketing and point of sales execution.
- Quick decision making.



## EXPERTISE

- Very professional and experienced staff in sales, planning,





[www.witgames.com](http://www.witgames.com)



[sales6@witgames.com](mailto:sales6@witgames.com)



+1 305 5070851

## UNITED STATES

2119 NW 84Th Ave.  
Miami FL 33122  
United States  
+1305 5070851

## CHILE & PERU

Avenida del Parque 4980 Of 234  
Cuidad Empresarial, Huechuraba  
Santiago, Chile  
+ 56 2 23721739

