

**"How Catman can help in practice
to maximize results in a complex
environment."**

Felipe Teixeira

April, 2022

Catman is strategically area, but Brazilian retail still explores little of the benefits and process

In a scenario with:

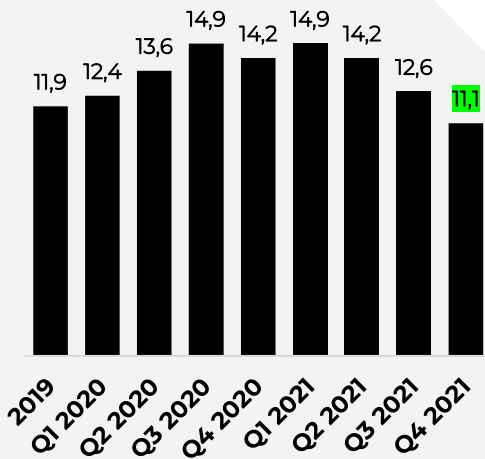
- relevant inflationary fluctuations;
- unstable public policy;
- high unemployment rates;
- discouragement with no prospect of replacement...

**the challenge of
supplying the
food pantry,
becomes even
harder.**

Even with the improvement in unemployment, Brazilian consumers have a tighter pocket, shaking their confidence

EVOLUTION OF UNEMPLOYMENT

Brazil Unemployment Rate



Northeast: **16,4%**

TIGHTER POCKET

How do you describe your supermarket spend vs 6 months ago

- 81%** - Spend more
- 6%** - Spend less
- 6%** - Changed the purchased items

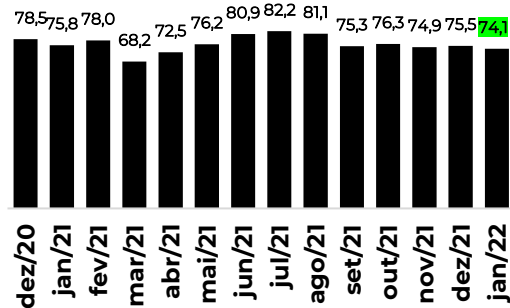
RATIONALIZATION OF CONSUMPTION

What are you doing to manage your expenses?



SMALLER TRUST

Consumer Confidence Index



For us, Catman aims to provide a standardized and intelligent shopping experience, delivering a universe of solutions to the shopper.



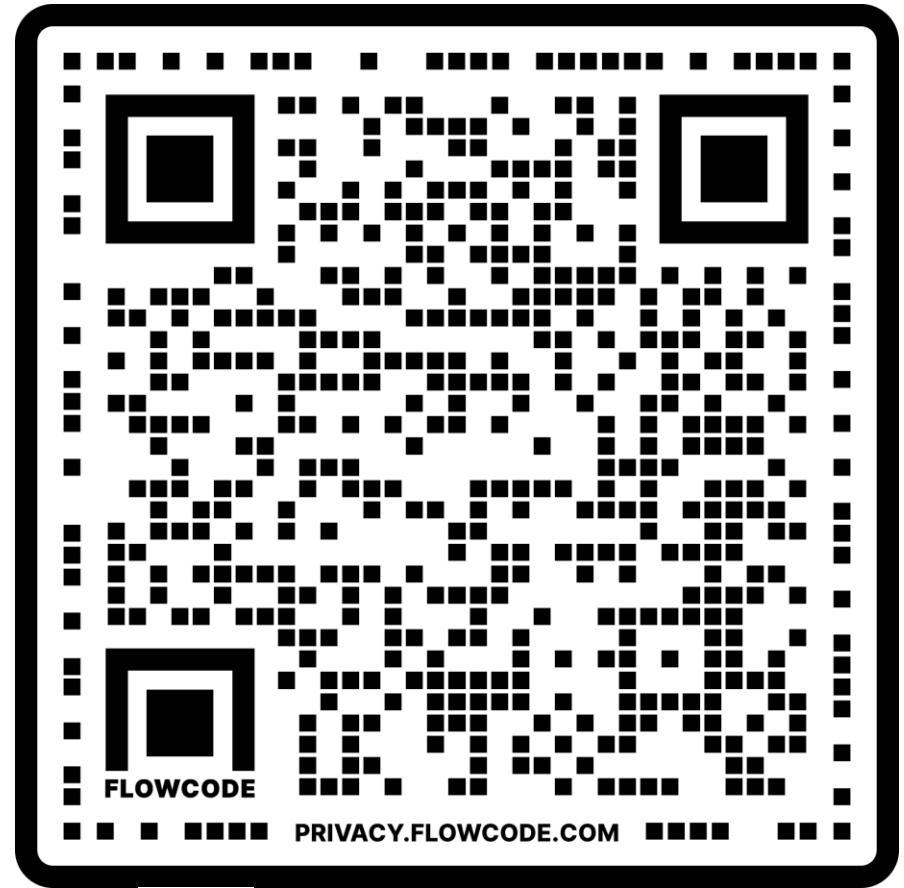
Additionally, POS shopper differentiation and education can still drive results



Thank you.

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