

WHAT ABOUT THOSE NUMBERS?



SPENDINGS DURING WK '14

NORMAL SPENDINGS



KIND OF PRODUCTS

SALES FLATPANEL TV

2013



79.243 devices

2014



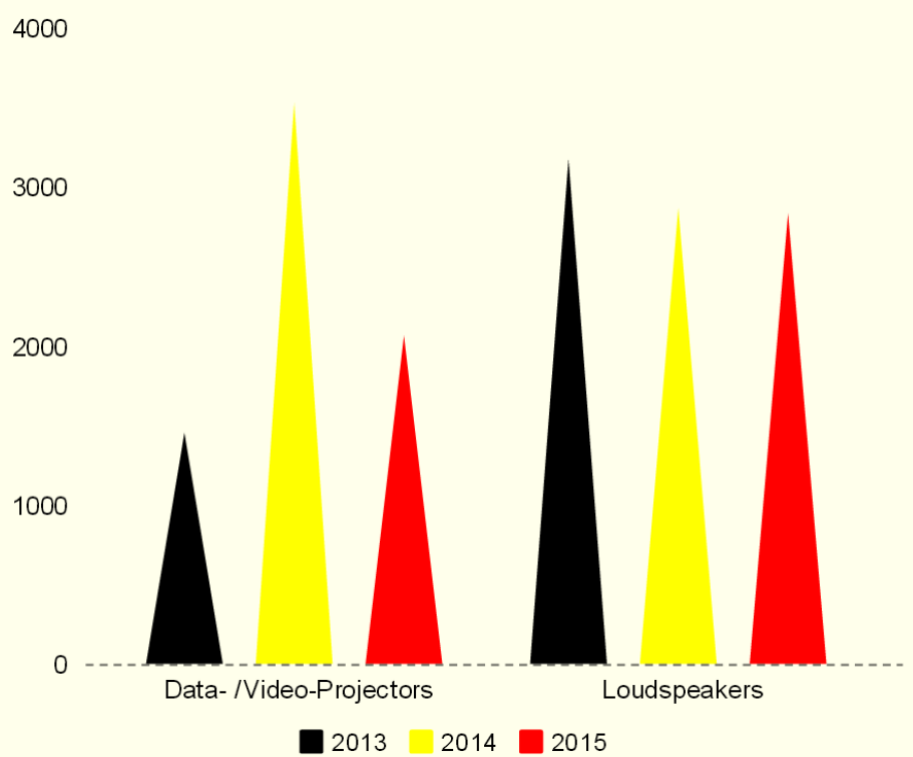
99.654 devices

2015



72.247 devices

SALES PROJECTORS AND LOUDSPEAKERS



WHICH BRAND/SPONSOR MADE PROFIT DURING THE FIFA WORLD CUP IN BRASIL

SONY

+84,2%

SAMSUNG

+10,3%

LG

+14.9%

2

1

3



FIFA WORLD CUP
Brasil