

# POSITIVO FACT SHEET

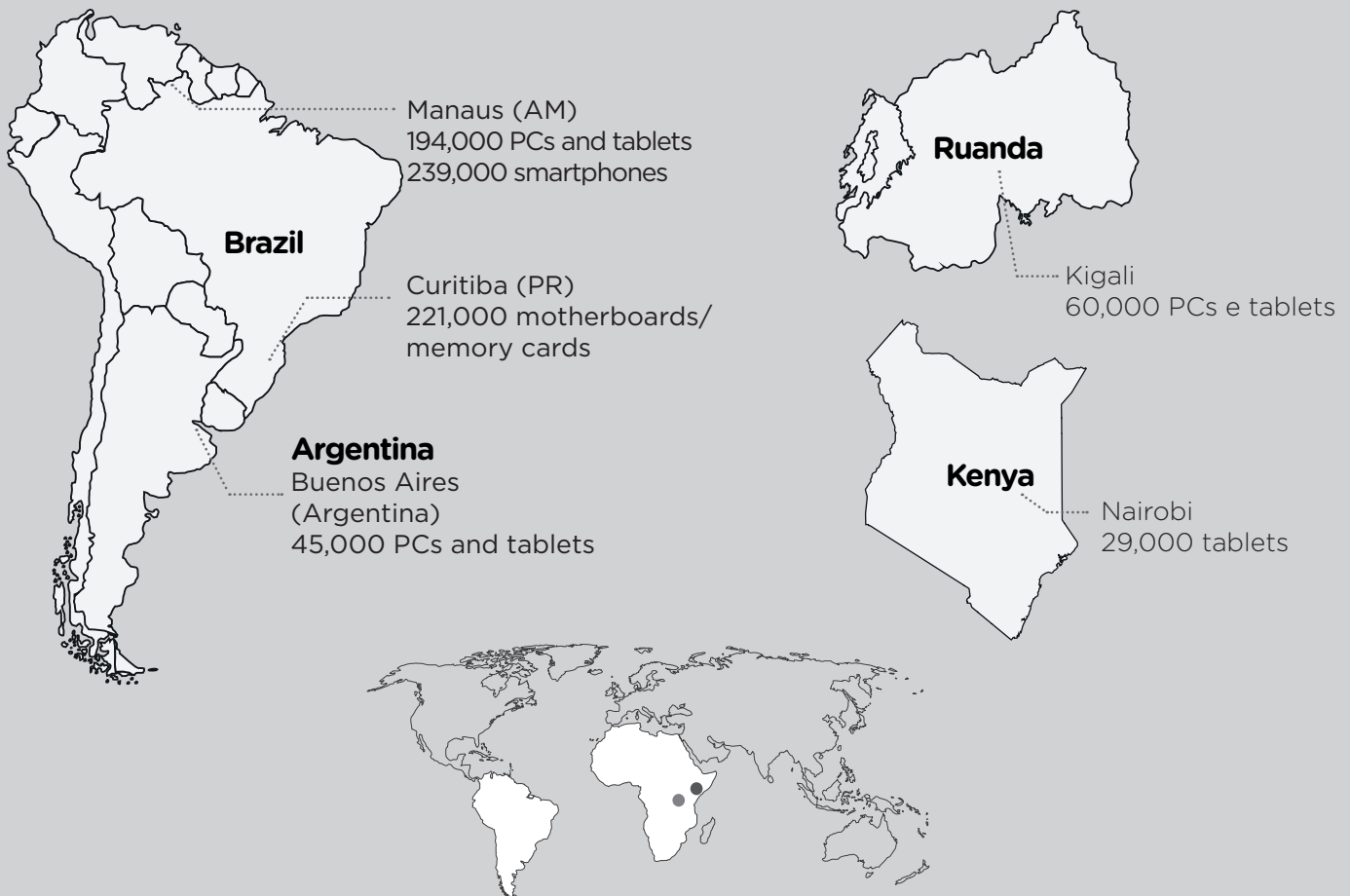
## The company

A Positivo Tecnologia (BM&FBOVSPA: POSI3) operates in Brazil and abroad, offering the most advanced technological solutions, from the manufacturing of hardware devices to the development of educational tools. The Company operates in two business segments: Hardware and Educational Technology.

The Company's Hardware portfolio offers a complete line of computers (desktops and notebooks), tablets and mobile phones. In support to its activities, Positivo Tecnologia offers a technical support network covering all Brazilian cities, in addition to the Positivo Relationship Center (CRP). In the Educational Technology segment, Positivo Tecnologia is recognized for its pioneering development and quality technological solutions in the three segments where it operates: private education, public education and retail. Positivo Tecnologia's educational solutions are present in more than 14,000 schools and exported to more than 40 countries.

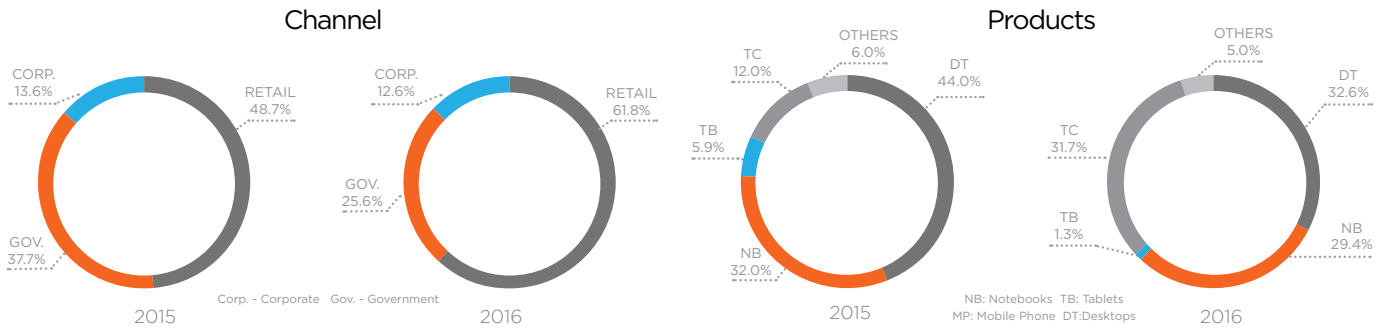
## Location of Industrial Plants

✔ More than 10,000 retail sales points in Brazil

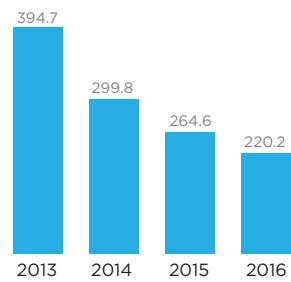


	4Q15	3Q16	4Q16	Chg% 4Q16 X 4Q15	Chg% 4Q16 X 3Q16	2015	2016	Chg% 2016 X 2015
Net Revenue	496.4	413.8	392.1	(21.0)	(5.2)	1,843.2	1,746.0	(5.3)
Net income (loss)	(53.0)	5.5	1.1	(102.2)	(79.1)	(79.9)	8.8	(111.1)
Adjusted EBITDA	11.3	33.0	35.9	217.0	8.7	90.1	143.7	59.5
Adjusted EBITDA margin	2.3%	8.0%	9.1%	+6.9 p.p.	+1.2 p.p.	4.9%	8.2%	+3.3 p.p.

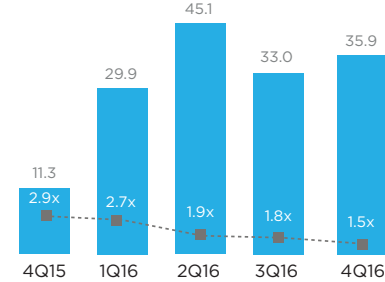
## Net Revenue - Hardware



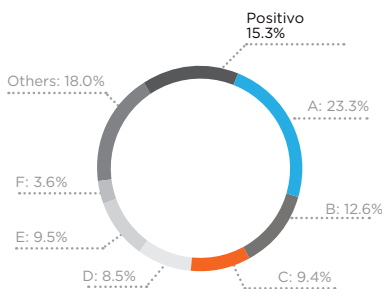
### Annual Net Debt Evolution (R\$ million)\*



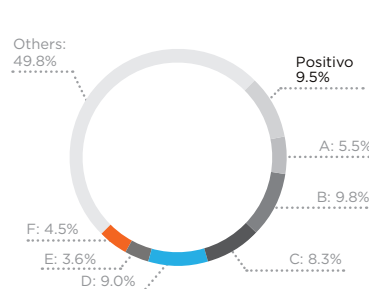
### Adjusted EBITDA and Net Debt | Adjusted EBITDA Ratio



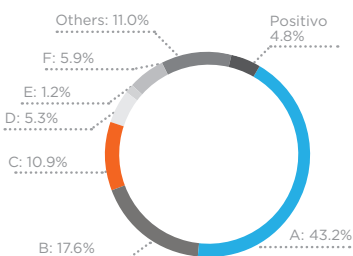
### Market Share 2016 - PC's Brazil



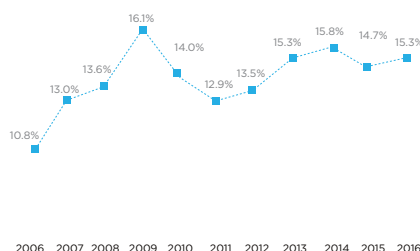
### Market Share 2016 - PC's Argentina



### Market Share 2016 - Mobile Phones Brazil



### Total Market Share - PCs Brazil - 10 years



## Lançamentos



### Smartphone Quantum Fly

- ✓ Direct sales to consumers through [www.meuquantum.com.br](http://www.meuquantum.com.br) and marketplaces
- ✓ Launched in the retail market on the second half of 2016
- ✓ Kiosks in shopping malls
- ✓ Quality and value for money widely recognized by the public and specialized media outlets



### VAIO Fit 15F

- ✓ Strategic partnership with VAIO for the production and sale of VAIO notebooks in South America

## Investor Relations

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Índice BM&FBVESPA Small Cap

SMLL

Índice de Ações com Tag Along Diferenciado

ITAG

Índice do Setor Industrial

INDX

Índice de Ações com Governança Corporativa Diferenciada

IGC