

TROCAMOTOR®

Presentation **to investors**



And a specific niche has **Great opportunities**



✗ Expensive physical stores

✗ No niche, segment-specific marketplace with the seller's own store in them

✗ a.) Advertising on a generalist marketplace is unsafe

✗ Difficulties of finding only products for vehicles in general

- Marketplace web platform integrated with API
- APP: Responsive website
 - B2C: Retail
- Brazil (by geolocation)

TROCAMOTOR

**Find everything
for vehicles in
one place!**

~~E-commerce (No)~~

X

Marketplace (YES)

How Trocamotor Earn money:

**Commission:
8,9%**



**Average ticket
R\$ 300**

Trocamotor advertising

Paid ads and disclosures for platform and social networks

Trocamotor loan

We received 0.5% of the amount lent by Trocamotor (partnership/future white label).

The market Online shopping **is** **huge**



12 billion

visits to e-commerce
marketplaces in Brazil in 2022



78%

Online sales are made
through marketplaces



R\$ 144 billion

Revenue of the automotive parts
and accessories market in Brazil in
2019



Second

Placement of Parts, Equipment
and Accessories for Vehicles on
Mercado Livre

With our current structure, today with 85 sellers, **we seek to reach 500 sellers in October 2025** and reach the sales goal of R\$ 1.5 million with the sale of accessories and equipment in **2025**

But we have **Major differentials**



Concentration of **vehicle accessories** in one location



Ease of **finding products and services**



Trocamotor **security brokerage**



Referral and representation program



Fast and intuitive platform



Ease of **integration for** management systems



Focus on **small and medium-sized businesses and the end consumer**



Speed to Supply Equipment and Accessories for Vehicles

We know the **Our Competitors**



Focus:

**Consumer
purchase
experience**

We have

Differentials, but How Does It Work?



Concentration



Virtual
Showcase



Intermediation



Integration/
Partnerships

Open Innovation (Strategy: Partnerships)

SELLER
(platform)

Integrates

TROCAMOTOR
(seller center)

Integrates

BUYER (partners)

Road Map

TROCAMOTOR



August 2025

Approval of Integrator Partners
(ERP's, Hubs, Platforms)



January 2026

Cataloguing Manufacturers &
Representatives Program

June 2025

New Seller Center with
integrations



October 2025

Approval of Buyer Partners



March 2026

Marketing & Customer
Data Platform



The geniuses behind

From Trocamotor



Thiago Hornos

Founding Partner and Chief
Executive Officer

Graduated in economics
in New York. EMBA at
Quantic – Dec 2024



Barbara Mathys

Marketing
Assistant



Fernanda Galdino

Sales Assistant, PHD

Our team is made up
of people in the
following sectors:

Marketing, Commercial,
Design, Human Resources and
the IT team


Our main **Results so far:** **Partnerships +**



 **85**
Registered sellers
on the platform

 **12**
National Sales
Consultants

 **2500**
Followers on the Trocamotor
profile on Instagram

 **1000**
Subscriptions to the
Trocamotor channel on
Youtube

 **5840**
Google Impressions and
500 Organic Clicks

Trocamotor was selected to present at the fair
Rio Innovation week, Websummit, Digitaltalks, Cotidiano's
complete propulsion program , Delta Capital, **Inovativa, 49**
educação, Venturehub - and by the initial program of SOSA New
York 2023 through CNI, ALAS and **Sebrae Federal, and APEX.**
ABCOMM 2024/2025 Award Finalist
(category: 15 and 25 best marketplaces in Brazil)

Contribution of Capital

R\$ **700k**

for

10%

(equity)



Information Technology

(integration, partnerships and improvements)



Marketing

(reinforce investment)



Operational

(reinforce investment)



Thiago Hornos

Founding Partner and Chief
Executive Officer

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TROCAMOTOR

Come and
undertake **with us!**