

Managing the customer experience journey

Message to the customer

In a market that evolves with speed and constant challenges, maintaining solid and reliable relationships is what drives us forward with purpose. On behalf of COPAG's Commercial area, I would like to thank you for your partnership throughout this year.

Every delivery made by COPAG carries more than a product – it carries the tradition of over a century of history, the care taken with every detail and the commitment to creating experiences that connect people. Our work is guided by values that cultivate lasting relationships: ethics, transparency and excellence.

We continue to focus on innovation, service and proximity, certain that success is always greater when it is shared.

Thank you for walking this journey with us. We are ready to keep playing together.

Marta Pique Mateus

Latam Commercial VP – COPAG



National and International Fairs

Ice Show London

The ICE Show London, held from February 6th to 8th, 2024 in London, England, brought together casino operators from around the world. COPAG took part in the event alongside executives from Fournier, Cartamundi and USPC.

COPAG's representative, Fabiano Veiga, was present to strengthen the brand's presence in the casino market, prospect new customers and present exclusive COPAG products.



APAS SHOW 2024

Between May 13th and 16th, COPAG took part in APAS SHOW 2024, held at Expo Center Norte in São Paulo. The event, recognized as the largest supermarket trade fair in the world, brought together companies from several industries, including technology, logistics and entertainment.

With a 74m² booth, COPAG presented playing cards, card games and the Pokémon line, attracting shopkeepers and visitors interested in the segment. During the four-day event, over 73,000 people visited the fair, and 685 visitors registered their contacts at the COPAG space.

Attendance at APAS SHOW enabled dialogues with new partners and the opportunity to take COPAG's products to a diversified audience within the retail industry.

Diversão Offline

On June 1st and 2nd, COPAG was present at Diversão Offline, an event focused on the gaming market and nerd culture, held at ProMagno Eventos in São Paulo, where visitors were able to learn about and play with Pokémon decks, games and cards.

Over the two days, more than 10,000 people attended the event, making the experience an opportunity to extend the brand's reach and engage with different audiences.



Anime Friends

Between July 18th and 21st, COPAG was present at Anime Friends, one of the main Asian pop culture events in Latin America, held in the Anhembi District in São Paulo.

At the COPAG booth, visitors were able to learn about and try out card games, including Pokémon, games and traditional playing cards. Participating in the event allowed for direct interaction with players and shopkeepers, increasing the brand's visibility to a public that is enthusiastic about card games.

Over the four days, more than 140,000 people attended the event, making it an opportunity to present our products and strengthen connections with the gaming community.

Collabs with Chilli Beans - Launch cocktails

COPAG promoted two outstanding actions in partnership with Chilli Beans, aimed at bringing the brands closer to the public and offering a unique experience. The first action took place on July 18th, 2024, with a cocktail party to launch the eyewear collab, held at Chilli Beans Oscar Freire. The event had a personalized atmosphere, with DJs, refined cuisine, sensory experiences and the presence of businessman Caito Maia.

The second action was an activation held between July 28th and August 11th at Shopping Center Norte, with a dedicated space for trying on the collection's glasses and an interactive poker table. During the 15-day activation, the public had the opportunity to learn how to play poker with dealers and received exclusive gifts. Overall, 4,757 people visited the booth, creating a dynamic and engaging environment for the brands.

G2E Global Gaming Expo – Las Vegas

COPAG participated in the G2E – Global Gaming Expo, held from October 8th to 10th, 2024 in Las Vegas, United States, aimed at casino operators. Together with executives from Fournier, Cartamundi and USPC, the brand was represented by Fabiano Veiga, Marina Marquezi and Marta Mateus, with the purpose of strengthening ties with the casino market and increasing the brand's visibility.



Sales channels

COPAG takes a diversified approach to reaching its customers, operating through multiple sales channels. Following the Cartamundi Group's global guidelines, the company ensures that its products are present at different points of contact, from brick-and-mortar stores, such as toy stores, to digital platforms.

Focusing on serving our target audience effectively, COPAG is constantly seeking to establish strategic partnerships with companies in several industries. The goal is to expand the brand's presence, facilitating access to the product line, whether in the physical environment or online, and ensuring that customers can easily find what they are looking for, with convenience and quality.



Marketing Actions

Action on the beaches of the North Coast of São Paulo

Between January and March 2024, COPAG carried out a summer marketing campaign on the beaches of Caraguatatuba, São Sebastião and Ilha Bela. Through a sponsorship with TV Thathi SBT, the company was present with an experience booth, offering visitors the opportunity to interact with its products in a fun and relaxed way.

The booth had an Instagrammable space, a sales counter, tables for the “Learn to Play” activity and tables for Truco and Sequence tournaments. The initiative aimed to encourage the public to get to know the COPAG games and to play cards.

The action was a success, with 938 participants in the “Learn to Play” activity and 181 people involved in the Truco and Sequence tournaments. The program took place in Caraguatatuba, on Cocanha Beach; in São Sebastião, on Barequeçaba Beach; and in Ilhabela, at Perequê Beach.



KSOP Poker Tournament in Rio de Janeiro

Between January 24th and February 7th, COPAG was the official sponsor of the KSOP Poker Tournament, held at the Sheraton Hotel in Rio de Janeiro. The company supplied the official decks for the event, guaranteeing a brand presence at one of the biggest poker tournaments in Brazil.

Besides supplying the decks, COPAG was present with its logo on the event's communication materials, such as banners, canvases, table felt and staff and dealer uniforms. To engage the public, COPAG set up a chillout space and a prize roulette activation. Participants could spin the roulette wheel and win gifts by registering using a QR code.

The COPAG space attracted 1,044 people during the event, consolidating its presence among professional players and poker enthusiasts.

From October 28th to November 6th, 2024, COPAG sponsored the last stage of the KSOP (Kings Series of Poker) tournament, also held in Rio de Janeiro. The brand was the

official sponsor of the event's decks and had its logo featured on the tournament's main communication materials.

During the stage, COPAG held an activation initiative with a game in which participants had to match a poker sequence to win gifts. The First Time Tournament by COPAG also took place, in which 36 participants received gifts and the top 3 finishers won COPAG kits.

COPAG also sponsored the Ladies Event by COPAG, offering champagne during the tournament, kits for the winners and the brand logo on the trophy. COPAG also took part in the sale of playing cards in partnership with the Midas Store, the tournament's official store.

The activation was attended by 366 people, while the Ladies Event had 42 players.



Sponsorship of CNP 888

COPAG was present on the international poker scene by sponsoring the 888 National Poker Circuit (CNP), one of the sport's main tournaments. The initiative reinforces the brand's visibility in the segment and strengthens its connection with professional players and mind sports enthusiasts.

The sponsorship was applied to several stages of the circuit, covering five Spanish cities: Seville, Barcelona, Granada, Alicante and Madrid. The brand was present on the event backdrops, on the felts of the gaming tables and in the exclusive COPAG Series Tournament competition, consolidating its visual identity with participants and spectators.

The stages took place throughout 2024, with specific dates for each city:

Sevilla: February 19th to 25th

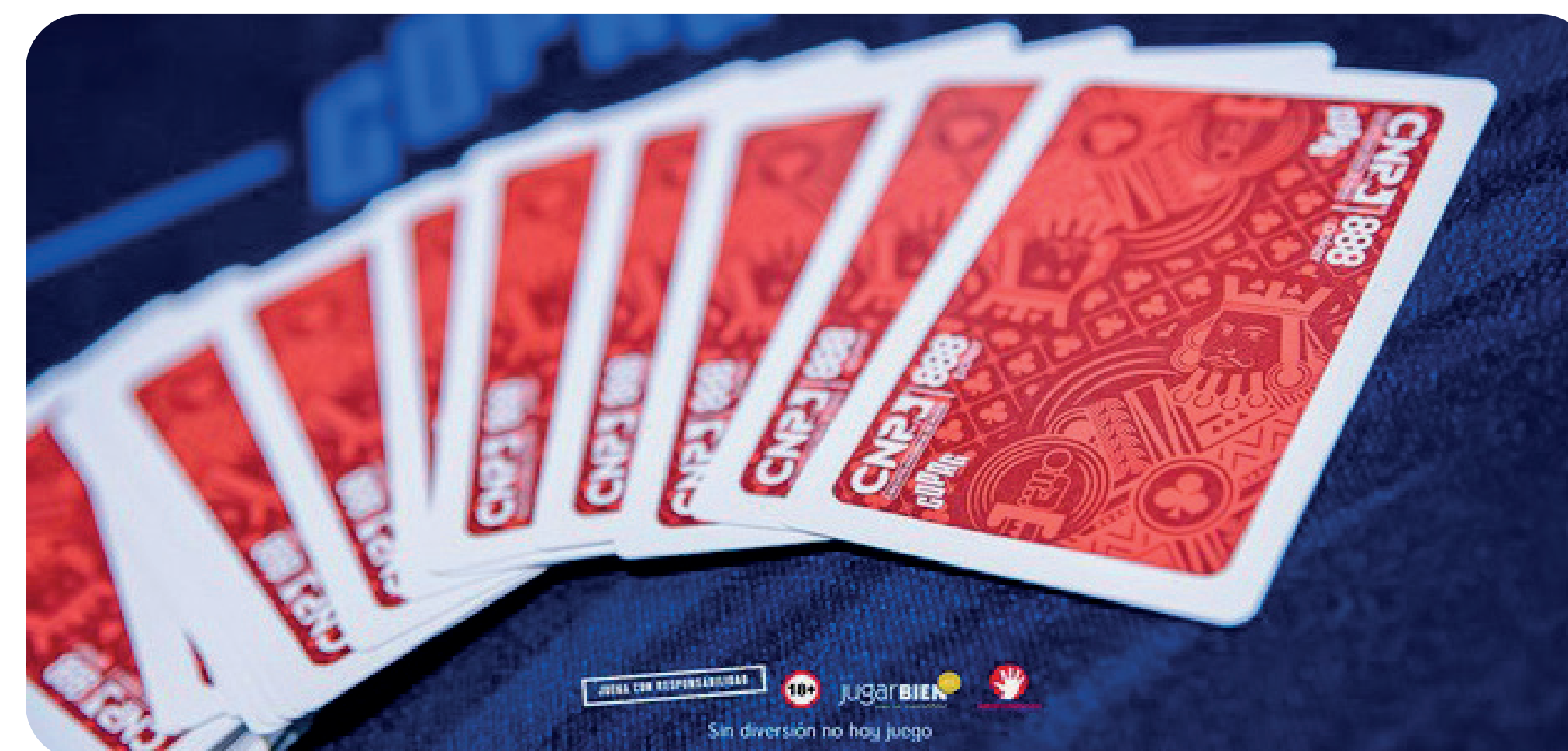
Barcelona: April 8th to 14th

Grenada: 17th to 23rd

Alicante: 9th to 15th

Madrid: 14th to 25th

Throughout the circuit, approximately 10,000 players took part in the tournaments, of which 1,067 competed in the COPAG Series Tournament, consolidating the brand as a benchmark among the world's leading poker professionals, maintaining its tradition and innovation in the sector.





BSOP São Paulo Stage

From February 22nd to March 5th, 2024, COPAG was the official sponsor of the São Paulo stage of the BSOP Poker Tournament, held at the WTC Sheraton. The company was present with an action that reinforced its brand among the participants and poker professionals.

COPAG had its logo on the event's communication materials, such as backdrops, screens and dealers' uniforms. To provide an even more interactive experience for attendees, the company set up a promotional space with a decompression area, cell phone charging tokens and a backdrop with an Instagramable poker table. The prize roulette wheel was also present, offering gifts to participants.

The activation attracted 1,226 people, consolidating COPAG's presence among professional players and the tournament public.



KSOP Fortaleza Stage

Between April 3rd and 9th, 2024, COPAG was an official sponsor of the Fortaleza stage of the KSOP Poker Tournament, held at the Gran Mareiro Hotel. The company was present with its logo on communication materials such as banners, screens, table felt and staff and dealer uniforms.

Besides being the official sponsor of the tournament decks, the company was responsible for the Ladies by COPAG Tournament, offering a buffet with food and drinks during the event, and raffled off two massages a day for the players, as part of the activations carried out at the venue.

The stage featured 30 players in the Ladies tournament, reinforcing the brand's presence in the professional poker environment.



First edition of the Truco Cup in Campinas

COPAG promoted the first edition of the Truco Cup in 2024, an exclusive tournament for the brand, reaffirming its commitment to valuing the traditional card game. The event took place at Espaço Bonvenon in Campinas, on April 27th, bringing together 72 pairs and a total of 152 participants.

In addition to the fierce competitions, COPAG innovated by offering an interactive space called Learn to Play, where players' companions could entertain themselves with the brand's games while waiting for the rounds. The eliminated players also took advantage of the space to continue the fun.

The winners of the Truco Campinas Cup were awarded cash prizes and trophies.



COPAG Workshop – Spicing up the Game: Internal Training for New Players

Between May and July 2014, COPAG held in-house “Learn to Play Poker” workshops at its office in São Paulo and plant in Manaus. The purpose was to teach employees how to play poker, training new players and promoting the learning of the game within the company.

Participants in the workshops had the opportunity to sign up for a tournament that took place on July 23rd, with special prizes: the first 5 winners from São Paulo and the first 10 from Manaus received glasses from the collaboration with Chilli Beans. All 56 participants won a deck from the collection.



WSOP Las Vegas

From May 18th to July 17th, 2014, COPAG was the official sponsor of the decks at the WSOP (World Series of Poker) tournament in Las Vegas. The brand was present with its logo on essential communication materials such as table felt, banners and dealer sleeves, ensuring visibility among professional players.

COPAG also set up a sales booth with a promotional campaign: when customers bought two double-decks or six single-deck elites, they won a scratch card that could reward them with a seat at a poker table and a buy-in to the Main Event. During the event, COPAG also promoted its collaboration with Chilli Beans, with a photo totem that allowed attendees to customize the background and take pictures with the two glasses available.

The action attracted the participation of 1,192 people, who picked up scratch cards, and 48 people who used the totem to take photos. COPAG's presence at the WSOP reinforced its brand with the professional poker public, promoting interaction and strengthening its relationship with sports enthusiasts.



Tranca Tournament at the Hebrew Club

COPAG was present on the competitive Tranca scene by sponsoring the first edition of the 2024 Hebraica Club Tranca Tournament, held on May 27th. The event brought together 80 players, stressing the brand's presence among players of the game.

The sponsorship included personalized tablecloths, trophies, COPAG kits for the winners and gifts for all the participants. COPAG also held a special “Learn to Play” area, where 7 people were able to learn about and try out the Sequence and Color Addict games.

On September 1st, 2024, COPAG once again sponsored the Tranca Tournament held at the Hebraica Club, with its logo on the event's communication materials, as well as providing gifts for the participants, kits for the winners and trophies.

COPAG also brought games for a “Learn to Play” initiative, as well as making products available for sale during the event. The tournament was attended by 128 people and aimed to reinforce the presence of the COPAG brand among Tranca players.



Bosses' Tournament

On June 4th, 2024, COPAG was present at the Bosses' Tournament, held at the Monte Carlo Club, reinforcing its presence among poker players. The event was attended by 70 competitors and was another opportunity to strengthen the brand on the Brazilian poker scene.

COPAG supported the tournament by sending letter key rings and openers to the participants, as well as ensuring visibility with the presence of its logo on the invitations and communication materials for the event.



KSOP SÃO PAULO

Between June 05th and 11th, 2024, COPAG consolidated its presence on the poker scene by sponsoring the third stage of the Kings Series of Poker (KSOP), held at the Hilton Hotel in São Paulo. As the official sponsor of the tournament decks, the brand was widely present in the event's communication materials.

A special highlight was the Ladies by COPAG Tournament, where COPAG fully sponsored the competition. The 60 players taking part in the tournament received a COPAG + KSOP Kit, and the nine finalists at the final table were rewarded with a massage session. The tournament trophy also bore the brand's signature.

COPAG also held an interactive Learn to Play Poker event, which attracted 266 participants. Players had the chance to spin a roulette wheel and win exclusive gifts.

Another highlight was the announcement of the launch of the collab between COPAG and Chilli Beans. During the event, the collection's sunglasses were on display and buyers received an exclusive partnership deck as a gift.



RPSOP Winter Edition in São José Do Rio Preto

Between June 17th and 23rd, 2024, COPAG made its mark on the poker scene by sponsoring the winter edition of the Rio Preto Series of Poker (RPSOP Winter Edition), held at São José do Rio Preto. The tournament, organized by the customer Cifal, was attended by 804 players and a general public of 1,400 people.

COPAG supported the event through bonuses on products, further strengthening the partnership with Cifal, a negotiation that included the work of the representative Toninho.



First edition of the Esperia Club Tranca Tournament

On June 21st, 2024, COPAG was present at the first edition of the Tranca Tournament at Clube Espéria, reaffirming its commitment to encouraging the card game. The event brought together 80 players, providing both a competitive atmosphere and fellowship among the participants.

As a sponsor, COPAG contributed with personalized tablecloths, trophies, COPAG kits for the winners and gifts for all the players. In recognition of its support, the brand had a featured presence on the communication materials for the tournament, including banners, invitations and posts on the club's social networks.



POKER at Campus Party

Between July 9th and 14th, 2024, COPAG was present at Campus Party, the world's largest technology, entrepreneurship, science and disruptiveness festival, held at Expo Center Norte in São Paulo. The campaign aimed to strengthen the brand among novice poker players.

Within the event, COPAG organized the First Time Tournament by COPAG, which combined an introductory workshop followed by a tournament, bringing together 40 players. Moreover, gifts were distributed to the winners of the tournaments and draws, including Texas Kit with Cardguard (2) and 139 Special (4).



FUNFEST H2 CLUB

Between July 14th and 31st, 2024, COPAG took part in Funfest H2 Club, a festival with several poker tournaments, consolidating its brand among beginners and enthusiasts of the sport.

COPAG was present with an exclusive space of 1x1.5m, where it promoted and sold Chilli Beans sunglasses, as well as Texas Hold'em, Class, Neoteric and GoDeck decks.

The brand also had naming rights in two exclusive tournaments – COPAG Tournament & Chilli Beans, which had the presence of 250 players. The winners were awarded with a Texas Cardguard, ecobag and bottle opener, while the participants received cardguard and keychains as gifts.

In addition to the institutional presence, the event also provided excellent commercial results.



BSOP – Winter Millions

Between July 23rd and 31st, 2024, COPAG was present at the BSOP Poker Tournament – Winter Millions Stage, held at the WTC Sheraton in São Paulo. The company was the official sponsor of the event’s decks, reinforcing its association with high-level poker and its presence in the world of professional players.

During the event, the COPAG logo featured prominently on the backdrops and on the dealers’ uniforms, giving the brand visibility. Moreover, COPAG created an exclusive activation for participants, with an Instagrammable space. Those who took a photo at the venue could be one of 10 drawn to take part in a poker hand and compete for a Main Event buy-in.

The initiative was attended by 356 people, ensuring direct interaction with the public and reinforcing COPAG’s image in the poker market.



COPAG Truco Cup & Corrente do Bem

On August 3rd, 2024, COPAG, in partnership with the company Corrente do Bem, held the second edition of the Truco COPAG Cup in the hall of the AOPM – Association of Military Police Officers of the State of São Paulo. The purpose of the authorial truco tournament was to encourage the practice of the game and raise funds for a social cause.

Part of the money raised from registrations was used to buy food, which was then donated, reinforcing the social commitment of the action. The competition was attended by 64 trios, totaling 192 players, who competed for special prizes.

The event was an opportunity to promote Truco and, at the same time, contribute to the community by combining entertainment and solidarity.



Cards Day - Se Joga em Vegas

COPAG launched the “Se Joga em Vegas” promotion, which encouraged the purchase of 139 decks or plastic cases, offering participants the chance to win a trip to Las Vegas with a companion. The campaign was advertised at points of sale and on the brand’s official website, with participation open to consumers who purchased the participating products and registered on the promotion website. Each entry generated a lucky number for the draw.

The campaign, which ran from August 7th to November 7th, 2024, was well attended, with 21,259 hits on the website, 889 registrations and 547 coupons approved. The draw took place on November 23rd, 2024, giving participants the chance to travel to Las Vegas.

In partnership with SBT’s Show do Milhão,

we are promoting the “Se Joga em Vegas” campaign. During three episodes, broadcast on September 8th, 15th and 22nd, 2024, presenter Patrícia Abravanel mentioned the promotion, talking about the chance to win a trip to Las Vegas. In addition, the show’s help totem was customized with the Deck 139 box, giving brand visibility during the show.

The action strengthened the campaign on social networks and reached a wider audience, taking advantage of the program’s audience. The full season of Show do Milhão lasted three months, giving the brand continuous exposure throughout this period.



KSOP Balneário Camboriú

From August 21st to 31st, 2024, COPAG was the official sponsor of the decks at the KSOP (Kings Series of Poker) tournament, held in Balneário Camboriú. The company was present with its logo on communication materials, including banners and other items for the event, as well as sponsoring the fourth stage of the tournament.

As part of this initiative, COPAG brought a game where participants had to hit a poker sequence to win prizes. A photo booth was also set up with samples of the glasses from the partnership with Chilli Beans, allowing attendees to take pictures with the products. During the Ladies Event, COPAG sponsored the tournament with champagne for the players, kits for the winners and the brand logo on the trophy.

COPAG also took part in the sale of playing cards and glasses in partnership with the Midas Store, the tournament's official store. The activation involved 2,460 participants and 30 players in the Ladies Event.



Truco tournament in the office

On August 27th, we held a Truco tournament in our office as part of the promotion of Playing Cards Day. The event aimed to encourage more people to learn the game and provide an interactive experience for participants.

The players were divided into two groups, with four beginner pairs and four advanced pairs. The games were played in a knockout format, and at the end four pairs received prizes. In addition, the winners of each table secured an invitation to COPAG in the Heights on the Card Deck Day.



Tranca Tournament at Clube Paulistano

On September 1st, 2024, COPAG sponsored the Tranca Tournament held at Clube Paulistano, reinforcing its presence among players of the traditional card game. The company was present with its logo on communication materials and items at the event, such as tablecloths and promotional materials.

COPAG also sent gifts to the participants, offered kits to the winners and provided personalized trophies and decks for the tournament. The event was attended by 128 people, who competed and had fun throughout the day.



Poker Tournament at Clube Hebraica

On September 8th, 2024, COPAG sponsored the Poker Tournament held at Clube Hebraica. The company was present with its logo on communication materials and at the event and, as well as sending gifts to the participants, provided kits for the winners and made trophies available.

COPAG also brought games for a “Learn to Play” activation, as well as products for sale. The tournament was attended by 70 people, reinforcing the brand’s presence among poker players.



Deck Day – COPAG in the Heights

COPAG promoted the “COPAG in the Heights” action in Villa Lobos Park, offering a special poker experience on a platform located 40 meters high, lifted by a crane. The event, which took place from September 13th to 15th, 2024, was free of charge and featured shifts every hour, allowing participants to experience the thrill of the game at great heights.

In addition to the main action, the event had a welcome drink and personalized COPAG products, and included the sale of glasses from the collaboration with Chilli Beans.

The activity was an opportunity to promote the “Se Joga em Vegas” campaign, which started in August, and to generate content for social networks, creating a direct interaction with the public. The event attracted many participants looking for a fun and unique experience.



Tranca Tournament at Clube Monte Líbano

On September 21st, 2024, COPAG sponsored the Tranca Tournament held at Clube Monte Líbano. The company was present with its logo on the event's communication materials and sent gifts to the participants.

COPAG also provided trophies and playing cards for the tournament, helping to reward the winners. The event was attended by 120 people, reinforcing the brand's presence among Tranca players.



Deck Day – Bar Tournament

COPAG organized the action “Deck Day – Bar Tournament” to promote a new sales channel and encourage the practice of playing cards in bars in São Paulo. During September and October, 10 bars in the S, M and L categories took part in Truco, Tranca and Poker tournaments using Deck 139.

The initiative involved prospecting bars in the capital city of São Paulo that joined the project, purchasing the deck, and receiving an exclusive set for decoration and tournament organization. The initiative helped to expand the brand’s presence and create new opportunities for interaction with the audience.



BSOP Millions stage in São Paulo

Between November 15th and 29th, 2024, COPAG was the official sponsor of the decks for the Millions Stage of the BSOP Poker Tournament, held at the WTC Sheraton in São Paulo, with 754 people taking part in the activation and 297 players in the First Time Tournament. The brand was present with its logo on several communication materials, such as backdrops and dealer uniforms.

As part of the initiative, COPAG organized the “Roda Roda” game, where participants had to match a poker sequence to spin the roulette wheel and win gifts. COPAG also sponsored the First Time Tournament, aimed at players who have never participated in the BSOP.



Truco Tournament in Guarulhos

On November 23rd, 2024, COPAG supported the Truco Tournament organized by the Guarulhos Truco League in São Paulo. The company provided communication materials, including playing cards, trophies and gifts for the participants, as well as COPAG kits for the top three finishers.

With 192 players taking part, the support promoted the COPAG brand among Truco players, especially among professional players.



Pokemon Latin America International Championship (LAIC)

The regional competitions held throughout the 2025 Pokémon Season, not only in Brazil and Latin America, but also in several parts of the world, ensured that some competitors qualified for the renowned International Pokémon Events, which take place in three strategic locations: United States, Europe and Latin America. In Latin America, this event is organized by COPAG, which held its 2024 edition in the city of São Paulo (SP) in November. With over 3,500 registered players and more than 3,000 visitors, this edition has established itself as the largest Pokémon event ever held in Latin America.

The competition included the traditional modalities: TCG (Trading Card Game), VGC (Video Game Championships) and Pokémon GO. One of the great novelties this year was the inclusion, for the first

time in Brazil, of the Pokémon UNITE modality, a MOBA (Multiplayer Online Battle Arena) type team battle game, in which two teams of five players each (or three, in quick modes) compete in matches lasting around 10 minutes, seeking to score more points than the opposing team by the end of the contest.

Another highlight of the 2025 Season was the prize pool divided between all the competitive categories. The event was held at Expo Center Norte, occupying an area of over 20,000 square meters, and represented a milestone in COPAG's trajectory in the world of Pokémon Premier events.



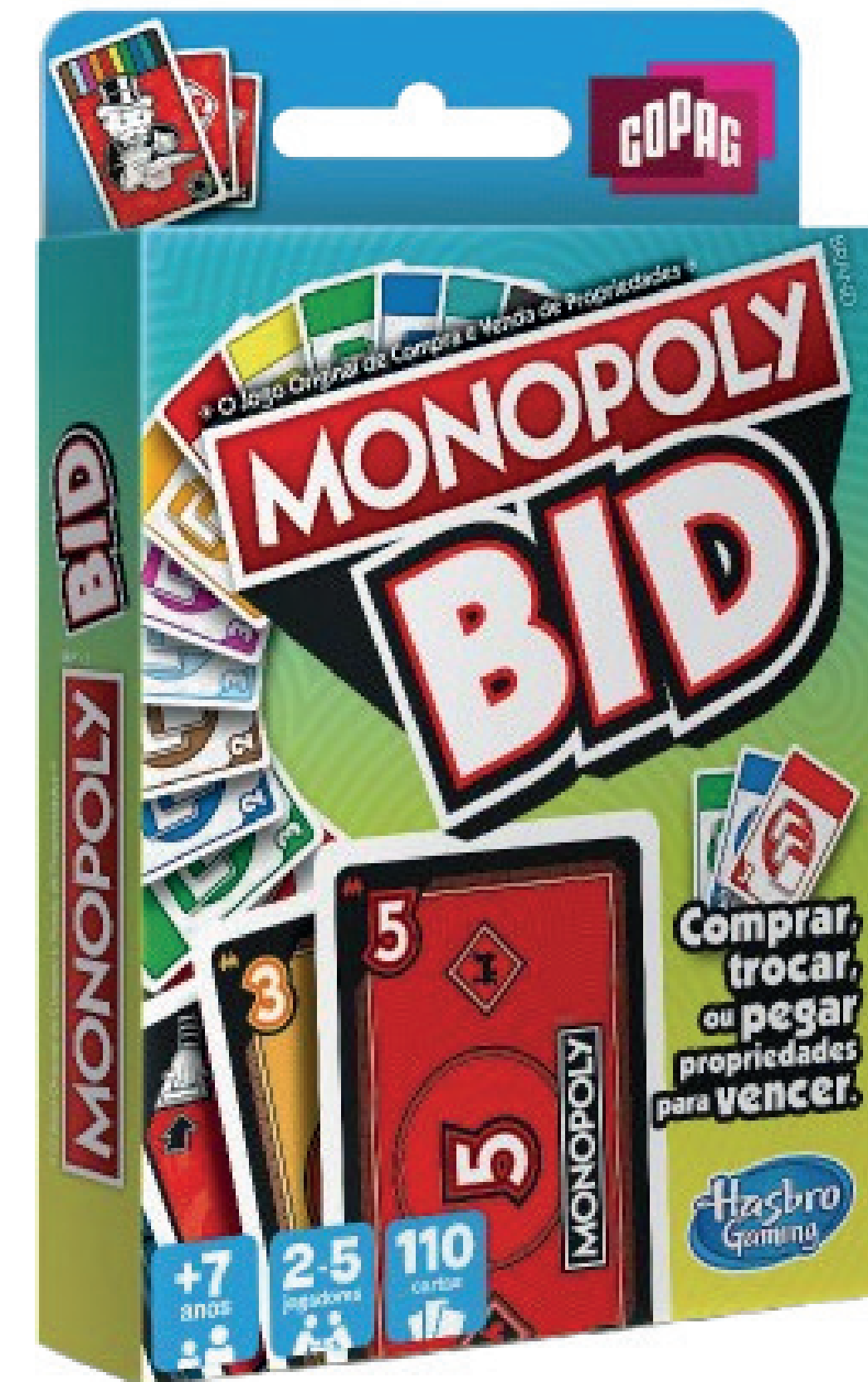
New product launch

In 2024, COPAG focused on launching a variety of products that cater to different audiences and age groups, bringing innovation, fun, and new challenges for those who love board and card games. Throughout the year, we launched several titles, ranging from strategic challenges to quick, fun games for the whole family.

Games

With a range of games that vary between fun and challenging, COPAG has established itself as a benchmark in the gaming market, offering innovative and quality products for all audiences. The games sector at COPAG presented several launches, bringing innovation and fun to lovers of board and card games. Throughout the year, several titles were launched, ranging from strategic challenges to fast and fun games for the whole family, offering unique entertainment experiences.

Among the highlights, Monopoly Bid has arrived as a dynamic and competitive version of the classic Monopoly. With a compact format, the card game involves auctions and property acquisition, challenging players to expand their buildings and become unbeatable in the real estate market. Ideal for 2 to 4 players, it mixes strategy and agility.



For fans of trivia, “Perguntados Especialistas” was an excellent choice. This board game challenges participants to test their knowledge on several topics, offering a fun dynamic of questions and answers. With capacity for 2 to 6 players, the title provides moments of fun and learning for family and friends.



I Saw It! (Collection), a collectible card game that challenges players to find identical figures in the universe of Disney character cards. Quick and accessible, the game encourages agility and pattern recognition and is ideal for all ages. With four collectible versions, it has become an excellent choice for those who love Disney characters and fast-paced games.



The Wooden Puzzle Collection has been launched with six exclusive patterns, offering challenges for all ages. These puzzles, which do not require glue to fix, are perfect both as a hobby and as a decorative element, making them a great gift idea.



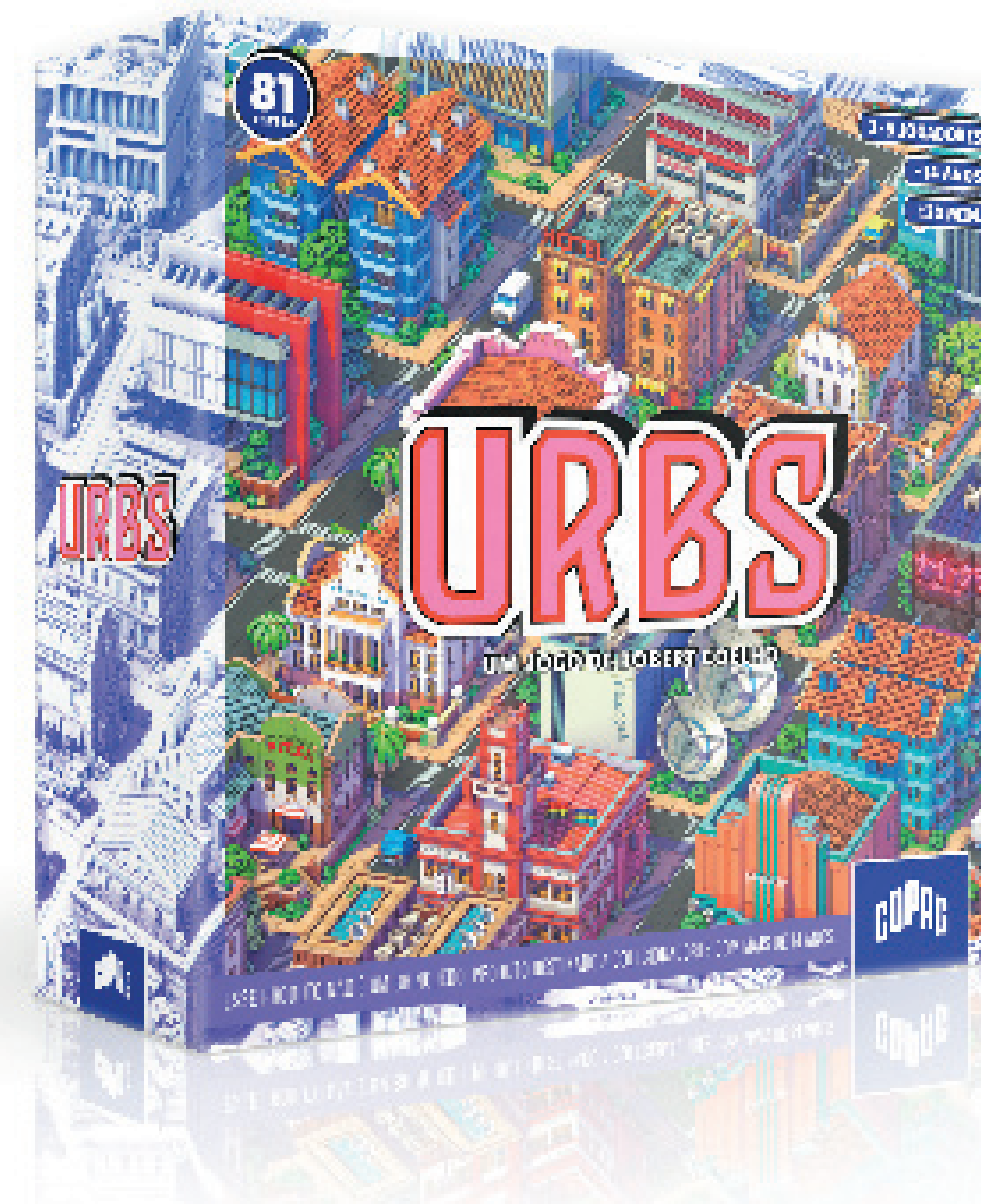
COPAG has also innovated with Sequence Kids, a special version of the classic Sequence, adapted for children. With a board and cards illustrated with cute animals, the game encourages strategic thinking in a colorful and fun environment, making it ideal for children playing in groups of 2 to 4.





The URBS game challenges participants to build their city by making strategic decisions each turn. With a card draft system, players choose and exchange different types of buildings to maximize their score. With capacity for 2 to 5 players, URBS offers strategic and immersive experience.

For soccer fans, Revanche Futebol Cards offers the chance to play a real soccer match. With 2 to 4 players, participants must assemble their teams and plan their moves to ensure victory, making the game tactical and challenging.



Based on the children's universe of Gabby's Dollhouse, Gabby's Dollhouse – 4 in 1 brings four card games in a single product. With easy-to-learn rules and dynamics for all ages, the games included Snap, Memory Game, Danger! and Quartets, providing fun for the whole family.



Closing the 2024 launches, Magic Race – Toy Story 4 brought an adventure with characters from the famous movie. Players race along the trail with their favorite Toy Story 4 characters, with dice that reveal the destination and create surprises along the way, making the game ideal for 2 to 4 players and a perfect pastime for fans of the franchise.



Decks

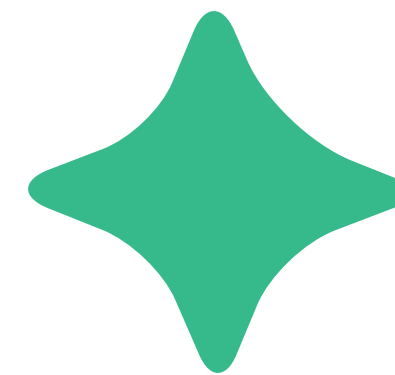
In 2024, COPAG's deck portfolio gained new and exciting launches that cater to different tastes, reflect a diversity of interests, and stand out not only for their excellent finish but also for their ability to celebrate cultures, stories, and universal passions.

One of the most eagerly awaited launches was the Alice in Wonderland deck, which pays homage to the Disney animation, a classic that has delighted audiences for over 70 years with its iconic characters and surreal elements. Ideal for collectors and animation fans, the deck is a real journey into the enchanted universe created by Lewis Carroll, with illustrations that bring out the magic and mystery of Wonderland.

The Brazilian Cordel Deck reflects Brazil's rich literary and cultural tradition. Inspired by woodcuts and cordel literature, this deck features 54 cards that are true works of art. Each suit and back design brings a piece of Brazilian history and culture, making it an ideal item both for collectors and for those who wish to celebrate national culture.



The Mickey Deck was also a landmark launch. With its charming and vibrant illustrations, it turns any match into a moment of joy, bringing Mickey's optimistic and cheerful spirit into the players' hands. Whether for longtime fans or new Disney admirers, this deck is a fun way to relive magical moments.



The Harry Potter edition was another great addition to COPAG's deck portfolio. This version celebrates the magical universe of Hogwarts, inviting everyone to embark on a journey through the cards. With illustrations inspired by the most iconic elements of the saga, players can relive the adventures of the most beloved wizards, from the characters to the spells, providing an immersive experience in every round.



For series fans, the Friends 30 Years deck brings nostalgia to one of the world's most beloved sitcoms. Celebrating three decades of the series, this deck features iconic photos and unforgettable moments of the six friends from Central Perk, bringing out the light-hearted and fun spirit of Ross, Rachel, Monica, Chandler, Joey and Phoebe.



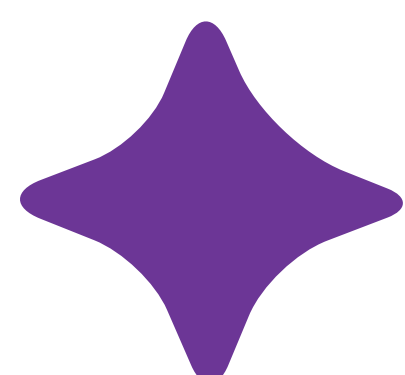
Among the launches aimed at sports fans, COPAG has brought out a line dedicated to the NFL, with decks representing the most iconic American soccer teams. The NFL Double Deck is perfect for those who want to add a little excitement to their game nights, while the individual team decks, such as the San Francisco 49ers, Kansas City Chiefs, Philadelphia Eagles, Green Bay Packers and New England Patriots, delight fans and collectors alike, with vibrant designs and iconic team symbols.





For those looking for an exclusive product, the WSOP Double Deck was launched to capture the sophistication and excitement of the prestigious World Series of Poker. With its plastic finish and refined design, this deck is ideal for those who enjoy playing poker, providing impeccable durability and performance.

Each deck has been developed with the purpose of providing new experiences, whether in fun matches or in building unique collections, celebrating culture, sport and entertainment.



Sales Convention

In March 2024, COPAG held its 2024 Sales Convention, bringing together its sales team, made up of employees and representatives from several regions of Brazil. The meeting, held at the Fogo de Chão steakhouse in the north region of São Paulo, was attended by around 100 people.

The aim of the event was clear: promote a moment of exchange and alignment between teams, discuss goals and explore the latest market trends. During the day, there was a presentation by the company's marketing department and the commercial department presented new product launches and strategies for the year. Furthermore, the participants had the opportunity to share experiences and learn about the challenges of the year.

The convention was an important chance to strengthen collaboration and ensure that everyone is aligned on COPAG's next steps in the sector. With a dynamic and productive format, the event helped reinforcing the company's commitment to continuous development and the achievement of solid results.

