

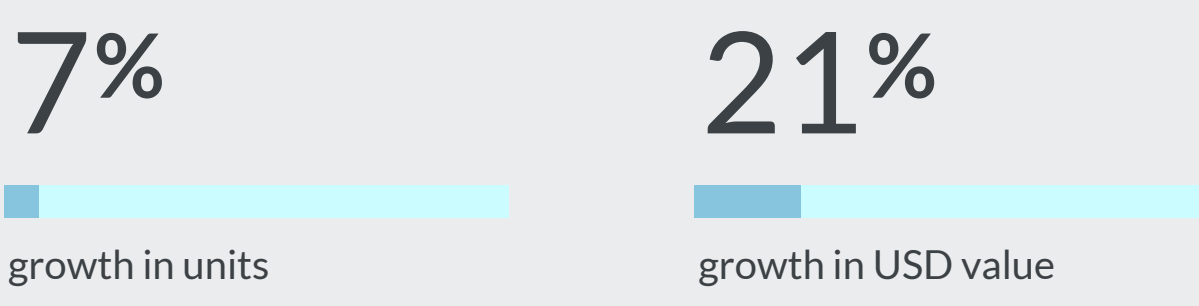
# LATAM\* Computing Trends

LATAM Mobile Computing market decreased in demand in 2023 but shows growth in the long run, including within gaming category

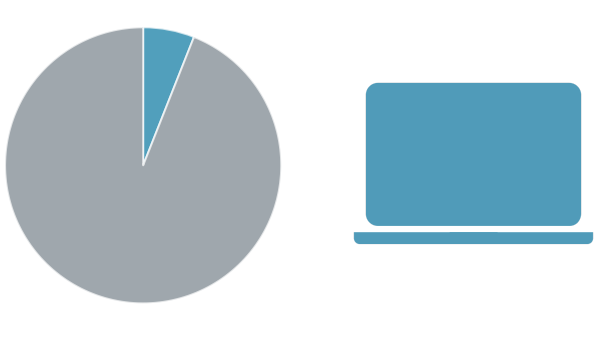
## 01 Mobile Computing market showed decrease in demand in 2023 vs 2022:



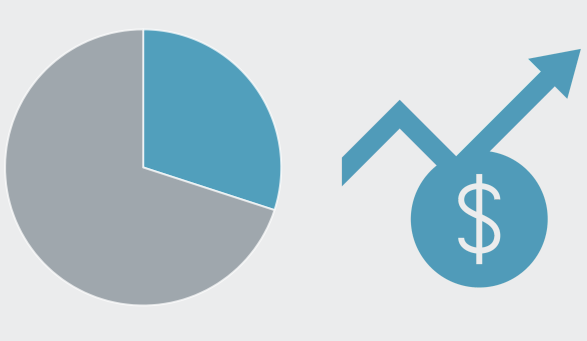
## 02 However, we still see strong growth compared to 2019, pre-pandemic levels with higher value proposition products:



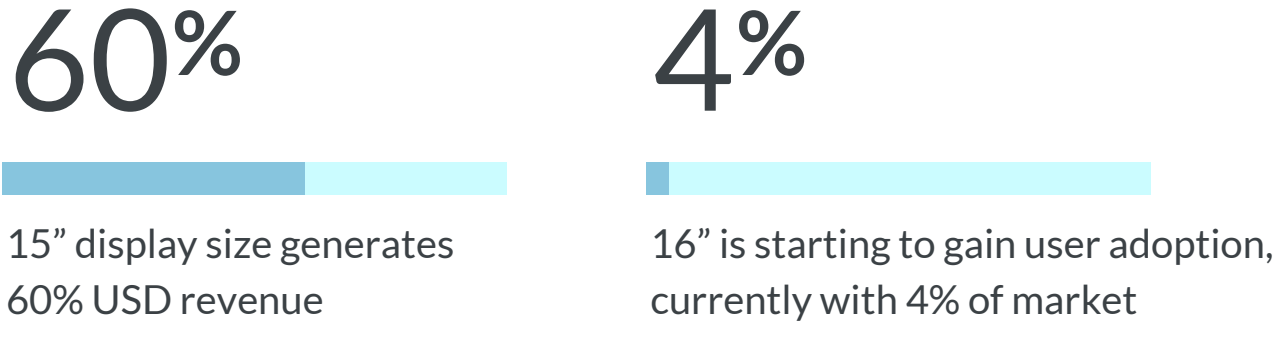
## 03 In 2024 significant 6% of USD revenue comes from AI\* branded CPU\* laptops



## 04 In 2024 brands are launching specific AI branded SKUs as a new line up - 30% of USD revenue for laptop category is now coming from high-end processor SKUs

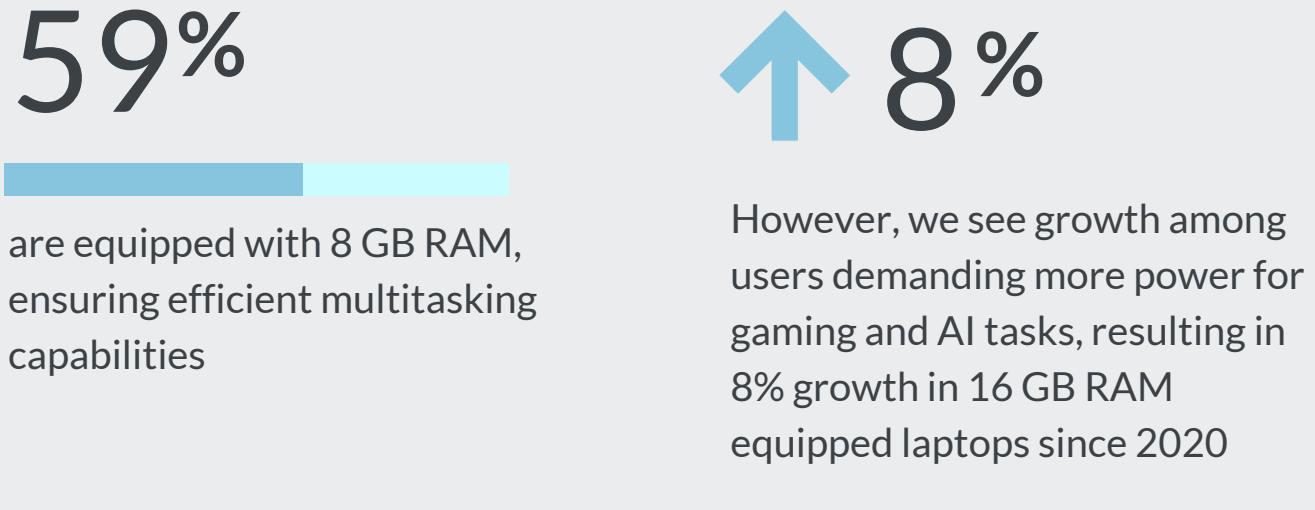


## 05 Evolution also comes with design innovations:

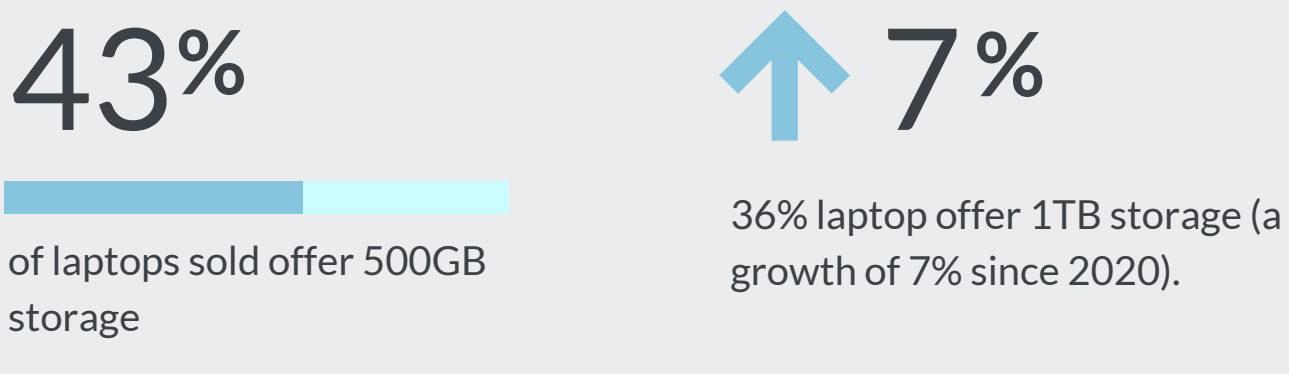


## 06 Gaming laptops are growing in popularity, reaching 10% of USD revenue – a 6% increase since 2019.

For these, RAM size is an important choice factor:



Demand for storage capacity is also increasing:



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Source: GfK Distributor Panel Mobile Computing W12019- W112024  
 \*LATAM – Argentina, Brazil, Chile, Colombia, Ecuador, Peru  
 \*AI – Artificial Intelligence  
 \*CPU – Central Processing Unit