



JJ Associates: Your secure bridge to global success.

JJ Associates: Simplifying the global, empowering the local.

You have the opportunity to access the largest and most dynamic e-commerce market in Latin America. With JJ Associates, complexity ceases to be an obstacle and becomes a simple and secure process.

Our team serves as your dedicated Brazilian operations arm, managing every operational detail to ensure successful market penetration and sustainable growth.

Brazil represents your company's next high-value market opportunity, and JJ Brasil is your premier strategic partner for seamless, risk-mitigated market entry.

Our Soft Landing solution for Marketplaces eliminates regulatory and operational barriers, allowing you to enter, operate, and grow on platforms like Mercado Livre and Amazon Brasil efficiently, remotely, and without bureaucracy.

Why Brazil? An E-commerce Giant in Numbers

Brazil stands as one of the world's largest and highest-growth digital commerce markets:

- **US\$ 346 billion** in projected e-commerce volume for 2024
- **19% annual growth** expected through 2027
- **Over 500 million monthly visits** combined between Mercado Livre and Amazon Brasil •

72% of purchases via mobile, reflecting a digitally mature consumer base

Market Intelligence: Brazil represents not merely an emerging opportunity—it's a mature, established e-commerce ecosystem with proven infrastructure ready for immediate product deployment.



JJ Brasil's Comprehensive Soft Landing Solution

JJ Brasil's Soft Landing program delivers end-to-end market entry services for international enterprises seeking Brazilian market penetration. Our structured five-phase methodology ensures compliant foundation-building for sustainable long-term market presence.

Phase 1: Legal and Corporate Foundation (The Bedrock)

We establish your company's legal market presence with full regulatory compliance. Our specialized legal practice manages complete entity incorporation (typically LTDA structure), from strategic planning through final registration and federal tax ID (CNPJ) obtainment. **Estimated timeline: 4-8 weeks.**

Legal Representative Appointment: JJ Brasil provides a qualified professional as the mandatory local director required by law, with customizable powers, ensuring that strategic control of the company remains with you.

Fiscal Address Establishment: We provide a secure and regulated fiscal address for company registration, bank account opening, and receipt of official correspondence, managed by us.

Phase 2: Financial and Tax Structuring

With the company legally incorporated, we prepare the ground for it to operate financially and in full tax compliance.

Corporate Bank Account Opening: We assist in the account opening process with partner banks, such as BTG Pactual, including CPF obtainment for ultimate beneficial owners, ensuring access and control for foreign directors. **Estimated timeframe:** 1 to 4 weeks.

Accounting and Tax Advisory: Partner accountants take over the company's accounting, recommending the Presumed Profit regime, simplified and with predictable taxes, suitable for companies with annual revenue up to R\$78 million.



Phase 3: Operational Activation (Go-to-Market)

With foundational infrastructure deployed, we execute your market entry strategy.

Marketplace Onboarding: We manage seller account activation on major marketplaces, configure NF-e issuance, and create the first listings optimized for SEO and adapted to the local market.

Import License Enablement: We secure appropriate import authorization (RADAR) aligned with your projected transaction volumes.

Phase 4: Fulfillment Shipping and Sales

We coordinate logistics infrastructure to ensure seamless product flow to Amazon, Mercado Livre, and additional fulfillment networks.

Phase 5: Continuous Support and Remote Management

- **Omnichannel Platform:** Multi-marketplace management, inventory synchronization, and invoice automation in a single dashboard
- **Continuous Support:** Brand protection services (trademark & IP) and multilingual backoffice (BPO) for secure and efficient operation growth

100% Remote Management

Our solution allows you to control operations in Brazil with the same ease as your other markets, without physical presence, through an omnichannel platform that offers:

- **Centralized Control:** Manage multiple marketplaces from a single dashboard
- **Synchronized Inventory:** Real-time visibility to prevent stockouts
- **Automated Billing:** Automated invoice issuance, eliminating operational bottlenecks

Integrated Services for Success

1. Corporate Formation Services

Comprehensive entity establishment for international partnerships, including optimal structure selection (typically LTDA), complete documentation, partner/director registration (CPF), document authentication (Apostille), and final federal registration (CNPJ). Delivery: 4-8 weeks.

2. Corporate Banking Solutions

Full-service banking relationship establishment with premier financial institutions (including BTG Pactual) enabling secure financial operations. Delivery: 1-4 weeks.



3. Statutory Director Services

Qualified local management representation with customizable authority structures maintaining your strategic control.

4. Registered Office Solutions

Secure, compliant registered address services valid for corporate registration, banking relationships, and official correspondence completely managed by our team.

5. Financial Management & Tax Advisory

Certified accounting services including optimal tax regime implementation (typically Presumed Profit), monthly financial management, payroll administration, and complete tax compliance and annual filing management.

6. E-Commerce & Marketplace Solutions

Strategic marketplace integration for leading Brazilian platforms (Mercado Livre, Amazon, etc.), featuring:

- Complete seller account configuration and NF-e automation
- Initial development of 10 optimized, localized product listings
- Competitive market analysis and pricing strategy
- Comprehensive operational guidance covering logistics, customer service, and platform compliance

7. Import Operations Management

Complete international product support services including: • Appropriate import licensing (RADAR) for projected volumes • Customs classification (NCM) and comprehensive cost/tax modeling for business case development

JJ Associates: Connecting international opportunities to your business.