

SELLING IS NOT THE SAME AS GROWING

Real growth is built through
strategy, not impulse.

ARE WE SELLING... OR TRULY GROWING?

This May, we're asking an essential question: are we simply selling products, or are we creating real growth for our customers?

In this edition, we focus on what truly drives business forward: higher profitability per transaction, stronger product rotation, smarter use of retail space, and more strategic logistics decisions. We explore cross-selling through intelligent bundles, displays that must prove ROI, logistics planning during challenging times, and key updates from our brands.

We're also excited to welcome RIVACASE® to the IOCA portfolio — a brand that expands our ability to deliver more complete, practical, and profitable solutions.

At IOCA, we believe growth is not about selling more on impulse. It's about building business through strategy, vision, and execution. Through our preeminence approach, the customer is not just a buyer — they are under our strategic protection.

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A handwritten signature in black ink, reading "Ana Mari". The script is fluid and cursive, with a large, stylized 'A' and 'M'.

ARE WE SELLING OR REALLY GROWING?

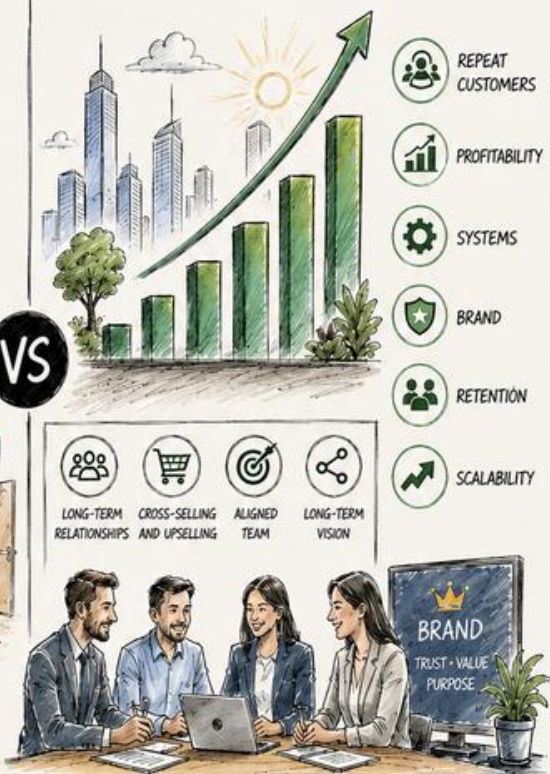
SELLING CREATES MOVEMENT.
GROWING CREATES SUSTAINABLE VALUE.

JUST SELLING



VS

REALLY GROWING



DIRECTIONLESS MOVEMENT
DEPENDS ON PROMOTIONS
FRAGILE AND EXPENSIVE GROWTH



SUSTAINABLE VALUE
SYSTEMS THAT SCALE
PROFITABLE AND DURABLE GROWTH



GROW BETTER. DECIDE BETTER. PROTECT BETTER.
TOGETHER, WE BUILD REAL GROWTH.

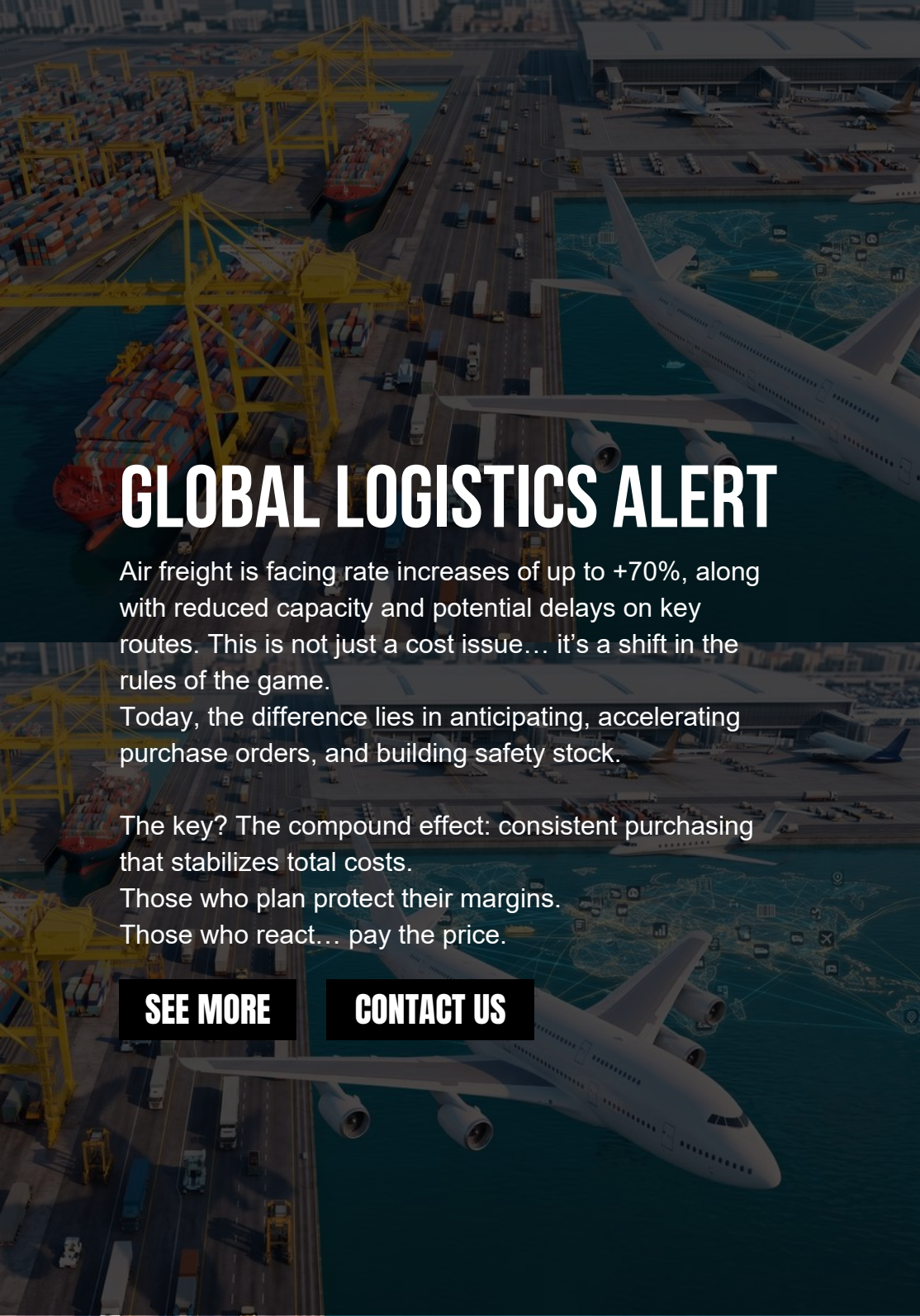


IOCA VISION 360: FROM SELLERS TO GROWTH ADVISORS

Many training programs end when the session ends. **IOCA VISION 360** changes that story: it transforms commercial training into real action, consistent habits, and better in-store results. Its model helps teams sell with greater clarity, represent the brand more effectively, reduce errors, and execute with higher speed. An opportunity to turn knowledge into sales, adoption, and sustainable growth.

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GLOBAL LOGISTICS ALERT

Air freight is facing rate increases of up to +70%, along with reduced capacity and potential delays on key routes. This is not just a cost issue... it's a shift in the rules of the game.

Today, the difference lies in anticipating, accelerating purchase orders, and building safety stock.

The key? The compound effect: consistent purchasing that stabilizes total costs.

Those who plan protect their margins.

Those who react... pay the price.

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THE DISPLAY IS NOT MARKETING — IT'S PROFITABILITY

In retail, a display is not decoration — it's an asset that must generate return. At IOCA, we measure its impact through incremental sales, not total sales. The formula is simple: additional units sold $\times$ margin $\times$ 8 weeks, minus the amortized display cost.

A display tower increases visibility and boosts ticket value by activating ecosystems like myFirst. It improves efficiency and maximizes capital performance. If ROI exceeds 2x, it justifies the investment; if it goes beyond 4x, execution becomes frictionless.

This is not about intuition. It's about numbers that turn retail space into profitability.

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ROI

A DISPLAY IS NOT JUST DECORATION. IT MUST GENERATE ROI.

A clear way to look at it:

$$\begin{array}{ccccccc} \text{Shopping Bag Icon} & \times & \text{Dollar Sign Icon} & \times & \text{Calendar Icon} & - & \text{Box Icon} = \text{ROI} \\ \text{Incremental} & & \text{Margin} & & \text{8 weeks} & & \text{Display} \\ \text{Units} & & & & & & \text{Cost} \end{array}$$

Simple example with myFirst products:

+8 units per week
\$12 margin per unit

8 weeks = \$768
Display cost = \$150
ROI = \$618

**4X
RETURN**

DISPLAY WITH
MORE VISIBILITY =
GREATER EFFICIENCY



MEASURE **INCREMENTAL**
SALES, NOT TOTAL SALES



Retail Insight:

**REAL ROI COMES FROM
ECOSYSTEM SALES**

(Smartwatch + Headphones + Camera)



TURN RETAIL SPACE INTO PROFIT.

BUNDLES NO LONGER SELL DISCOUNTS — THEY SELL SOLUTIONS

In 2026, retail changed: bundles are no longer about discounts. At IOCA, we drive what we call “Value Architecture” to fight price fatigue. We don’t sell markdowns — we create solutions that elevate lifestyle without sacrificing margin.

The key is “Moment-Based Framing”: naming bundles based on the outcome they deliver, not the product category itself. Did you know Rhode Skin tripled its monthly revenue using this approach?

Discover how to transform your bundles into high-value experiences in our full article.

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EXPLORE OUR BRANDS

(LAUNCHES, REVIEWS)



JLAB ENTERS WHERE DECISIONS ARE MADE

When **Lenovo** showcases a brand within its own ecosystem, it's not recommending... **it's validating.**

And today, JLab is part of that experience.

This is no small detail:

- Presence within its digital environment
- Replication across global retailers
- Acceleration of the purchase decision

What starts as visibility ends up becoming a standard.

The question is not why JLab is there...

It's who will be next to understand what this really means.

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THE BASS GREW BECAUSE YOU GREW

The customer who used to skate now lifts weights.
He didn't change brands. He changed routines.
Skullcandy did too.

The bass is still there. But now it hits every day. At the gym, in meetings, out on the street.
That's why Crusher Evo was created. That's why Crusher ANC 2 exists. That's why Smokin' Buds are the unapologetic entry point.
These aren't "premium" headphones.

They're headphones for a life that leveled up.
The skull never left.
It just started sweating more.
Ready to feel why your retail floor needs it?

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THE CUSTOMER GREW. THE AUDIO DID TOO.

SAME SKULL. DIFFERENT STAGES.



WHEN A BRAND CREATES EXPERIENCE, IT STOPS COMPETING ON PRICE

At IOCA Group, we see a clear signal of where the category is heading: myFirst is not only expanding its global distribution, it is also creating dedicated spaces where families can experience kids' technology in a safer, more creative, and more connected way.

With new Experience Stores in Malaysia, active presence in Singapore, expansion into major retailers, and an ecosystem powered by myFirst Circle, the brand is proving that the future of KidsTech is not won through product alone — but through ecosystem, experience, and purpose.

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FALLOUT IS NO LONGER JUST SOMETHING YOU WATCH. NOW YOU WEAR IT.

GUNNAR transforms pop culture into a retail opportunity through its collaboration with **Amazon Studios: Fallout: New Vegas – Lucky 38**. More than gaming glasses, this is a collectible product that combines style, visual protection, and instant desire.

The launch connects with gamers, **Fallout fans**, creators, and digital professionals. For retail, it means increased traffic, higher average ticket value, and impulse-driven purchases.

The question is: will your store capture this demand?

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Fallout



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The HOUSE

ALWAYS WINS



Fallout | GUNNAR

© 2013 Bethesda Game Studios LLC



Fallout | GUNNAR

© 2013 Bethesda Game Studios LLC



FASTFIT IN A BOX BY PANZERGLASS

FastFit in a Box by PanzerGlass® removes the biggest barrier in online screen protection sales: installation. Now, customers can buy online and install it themselves — with no mistakes, no bubbles, and no friction. This transforms the category into a real growth opportunity for retailers and marketplaces: higher conversion rates, stronger attach rates, and more bundle sales across iPhone, Samsung, and more. Protection no longer depends on in-store installation. It becomes a scalable digital sale. Activate FastFit today and turn every smartphone into an additional sale.

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MP4



PLACE YOUR PHONE



PULL ↓ THE TAB

FASTFIT IN-A-BOX
FLAWLESS INSTALLATION EVERY TIME



RIVACASE ARRIVES TO PROTECT LIFE ON THE MOVE

RIVACASE joins the IOCA GROUP portfolio as a key German brand helping complete the ecosystem of protection, mobility, and digital productivity across Latin America.

Backpacks, sleeves, briefcases, power accessories, and solutions for laptops, Apple users, travelers, students, and professionals now become part of a regional offering built around functional design, durable materials, sustainability, and European DNA.

Why could this partnership open a new growth category for tech retail?

Discover the full story in our complete article.

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THE RETAIL OF THE FUTURE IS NOT IMPROVISED

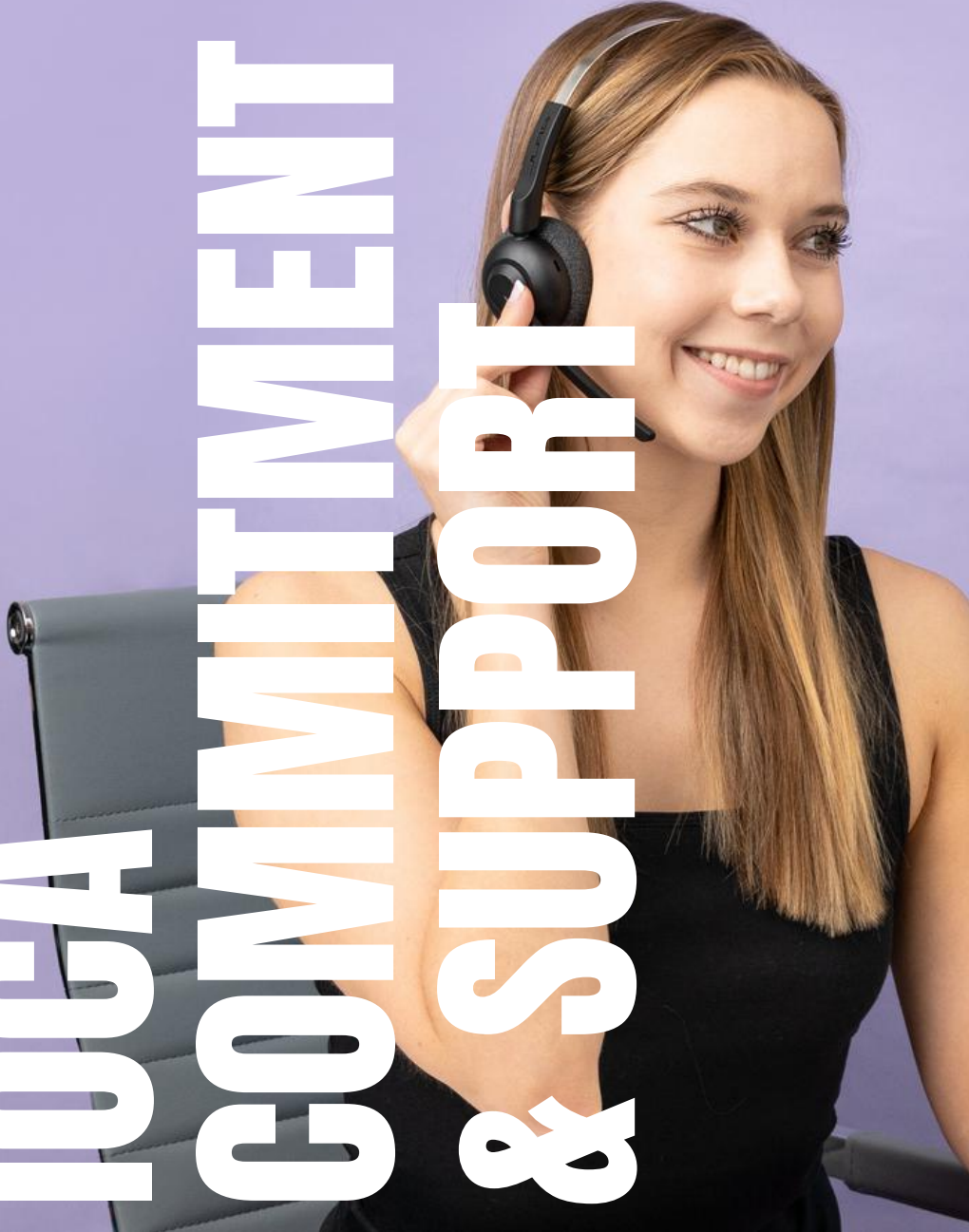
In this edition, one thing is clear: retail no longer rewards reaction, but strategy. From how you train your team, to how you plan your logistics, design your displays, or build your bundles... everything directly impacts your profitability. The pattern is one: less intuition, more system. Less price, more value. This is just the beginning. In the next edition, we will dive deeper into new growth levers to continue building real competitive advantage. Are you ready for the next level?

**NEXT
EDITION**



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IOGA COMMITMENT & SUPPORT



CUSTOMER SUPPORT: FAST SOLUTIONS

At IOCA Group, we know your time is valuable. That's why we provide fast, reliable, and always-accessible customer support to assist you whenever you need it.

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WARRANTY & SUPPORT

If any issue arises with our products, our support team will work to resolve it within a maximum of **48 hours**.

CLICK HERE

SOCIAL RESPONSIBILITY: COMMITMENT TO THE FUTURE

At IOCA Group, we believe in the power of small changes to create a positive impact. That's why we support social and environmental initiatives that contribute to building a more sustainable future.

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