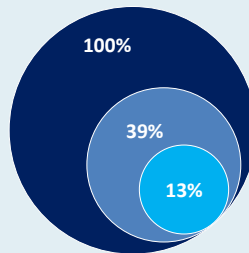


Asia-Pacific \$770.0 bn +44.1%  
 Europe \$562.0 bn +13.6%  
 North America \$522.9 bn +12.2%  
 Latin America \$37.4 bn +18.2%  
 MENA \$21.0 bn +21.5%  
 Total B2C E-commerce of Goods & Services 2014



Ranking covered Countries in turnover (in millions of USD)

1		China	\$538,128
2		Japan	\$135,507
3		Australia	\$21,000
4		South Korea	\$20,240
5		India	\$19,396
6		Indonesia	\$2,883



5,096 million people live in Asia-Pacific  
 1,608 million\* people use the Internet  
 523 million\* people are e-shoppers  
 \*excluding people aged 0-14

Forecast 2015  
**\$926bn**  
 Turnover E-commerce Goods & Services



Estimated share of online goods in total retail of goods

Asia-Pacific \$770.0bn 44.1%



National e-commerce associations:

- Australia
- China
- Japan
- India



Average spending per e-shopper



Estimated 53% of active Internet users are on social media

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