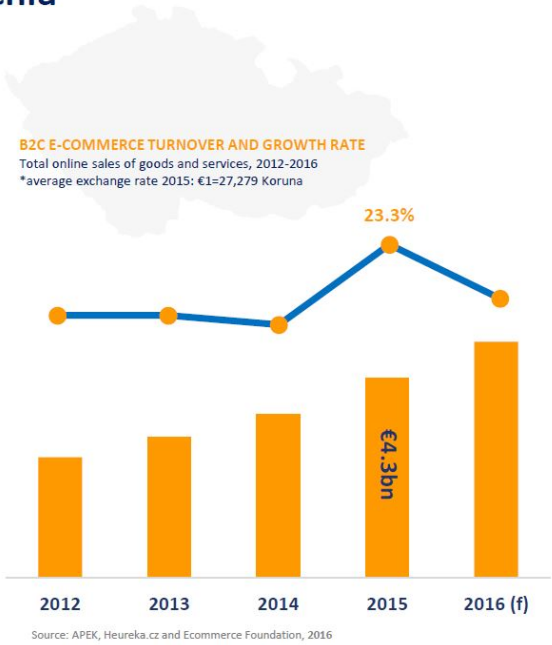


Czechia

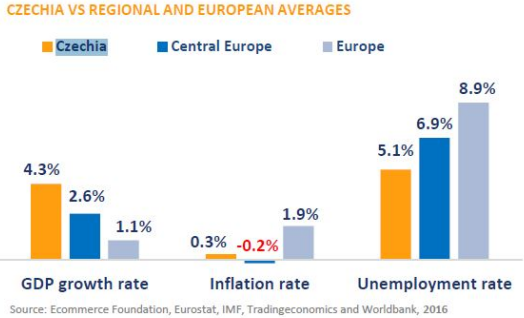
Population 15+
9.0mn

Internet users
7.4mn (83%)

Number of e-shoppers
6.3mn (70%)



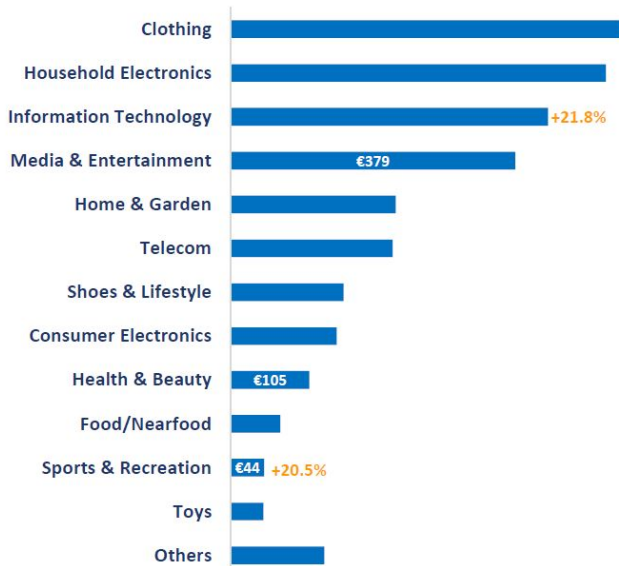
E-commerce Markets Central Europe



Czechia

OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of euros, 2015



Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets Central Europe

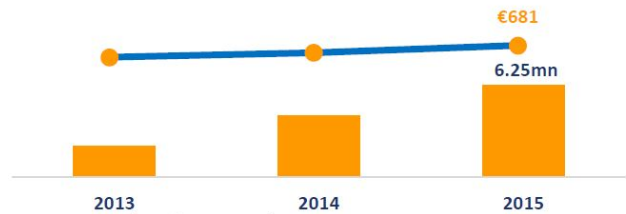
OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of euros, 2015



Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER 2013-2015



Source: APEK, Heureka.cz and Ecommerce Foundation, 2016