




Finland



Population 15+
4.6mn



Internet users
4.3mn (93%)



Number of e-shoppers
3.3mn (78%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016

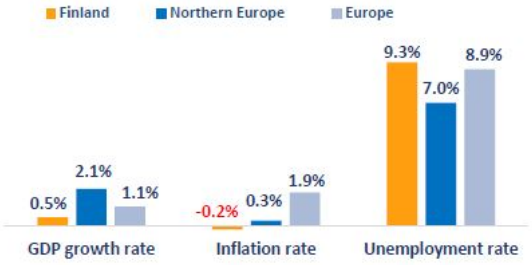


Source: TNS Gallup and Ecommerce Foundation, 2016

Source: Ecommerce Foundation, Eurostat and TNS Gallup, 2016

E-commerce Markets Northern Europe

FINLAND VS REGIONAL AND EUROPEAN AVERAGES



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

EUROPEAN RANKING



Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

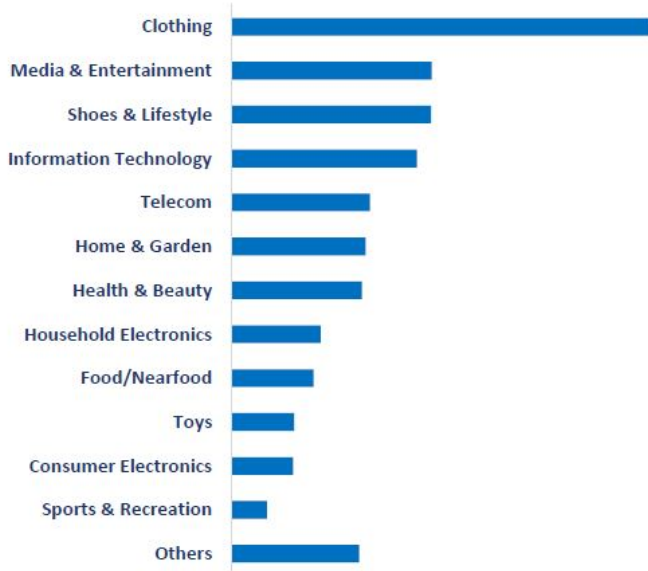




Finland

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 Northern Europe

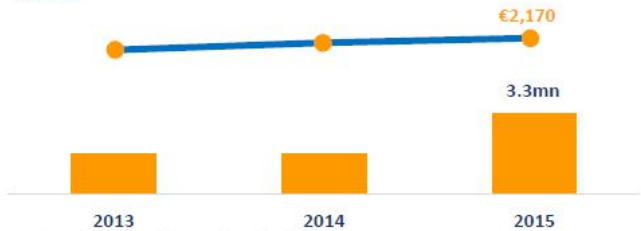
OVERVIEW OF POPULAR SERVICE GROUPS

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: TNS Gallup and Ecommerce Foundation, 2016