




France



Population 15+
54.0mn

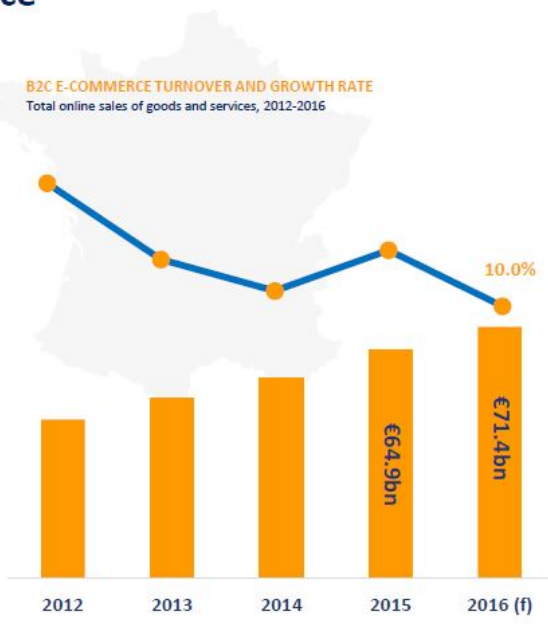


Internet users
47.0mn (87%)



Number of e-shoppers
36.0mn (67%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE
 Total online sales of goods and services, 2012-2016



Source: FEVAD and Ecommerce Foundation, 2016

E-commerce Markets Western Europe

FRANCE VS REGIONAL AND EUROPEAN AVERAGES



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

EUROPEAN RANKING



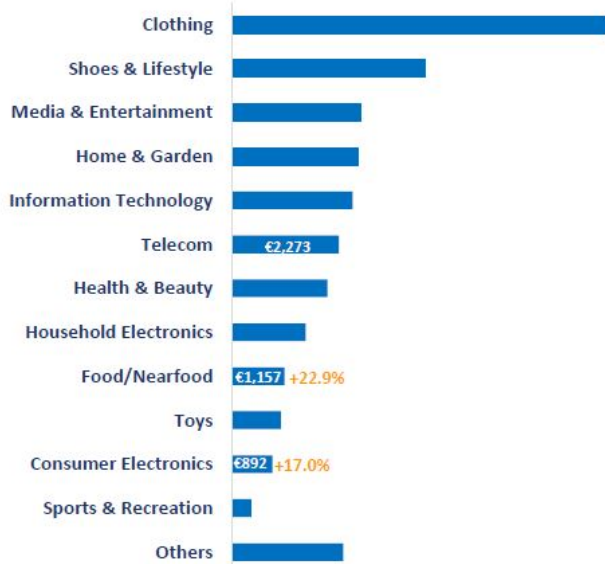
Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016



France

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

Western Europe

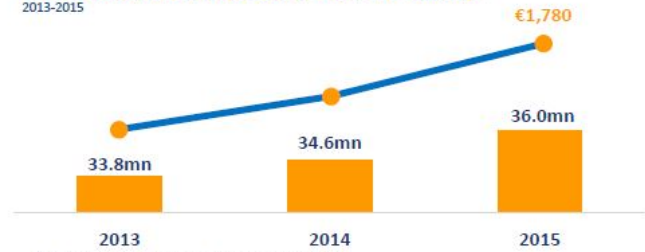
OVERVIEW OF POPULAR SERVICE GROUPS

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: FEVAD, Médiamétrie and Ecommerce Foundation, 2016