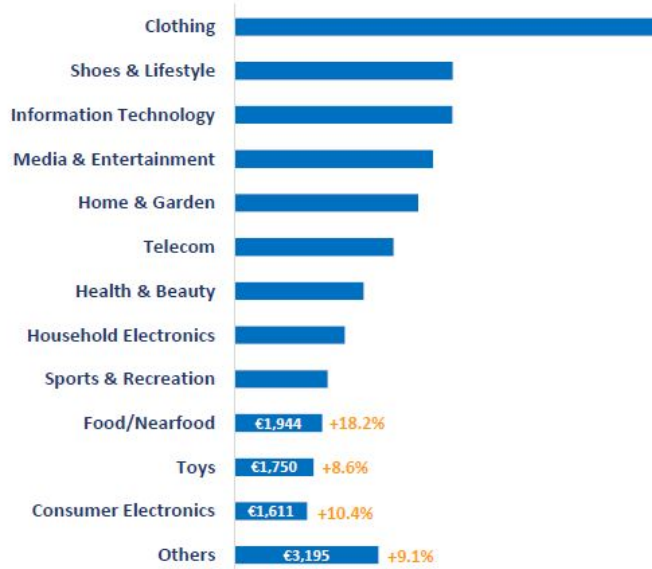




Germany

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

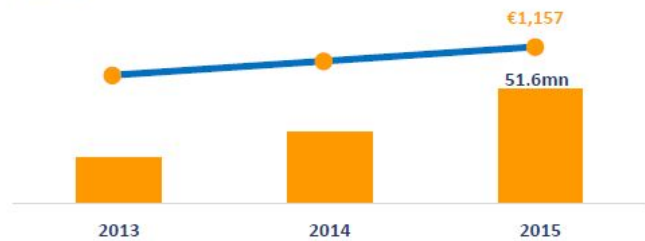
Estimated online sales of popular service groups, in millions of euros, 2015



Source: Ecommerce Foundation and Statista, 2016

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

2013-2015



Source: Ecommerce Foundation, BEVH and Eurostat, 2016





Germany



Population 15+
70.7mn

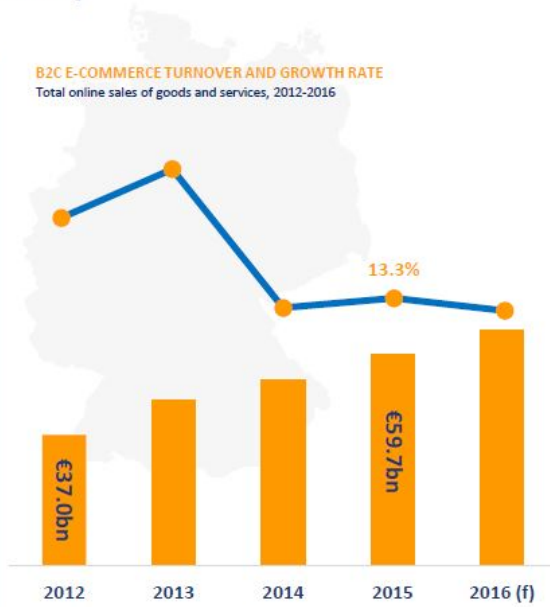


Internet users
63.0mn (89%)



Number of e-shoppers
51.6mn (73%)

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



Source: BEVH and Ecommerce Foundation, 2016

E-commerce Markets

Central Europe

GERMANY VS REGIONAL AND EUROPEAN AVERAGES



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

EUROPEAN RANKING



Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: Ecommerce Foundation and Eurostat, 2016

