



Ireland




 Population 15+

3.6mn



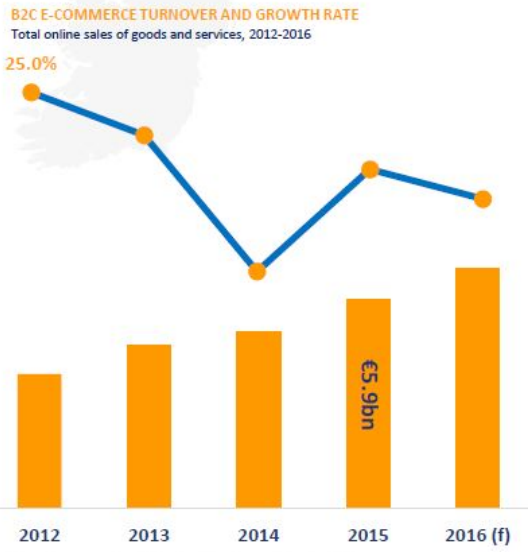
 Internet users

3.0mn (82%)



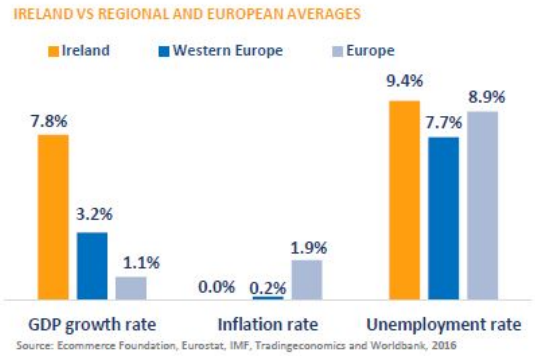
 Number of e-shoppers

1.9mn (52%)



Source: Ecommerce Foundation, Retail Excellence and Statista, 2016

E-commerce Markets Western Europe



Source: Ecommerce Foundation and Eurostat, 2016

Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

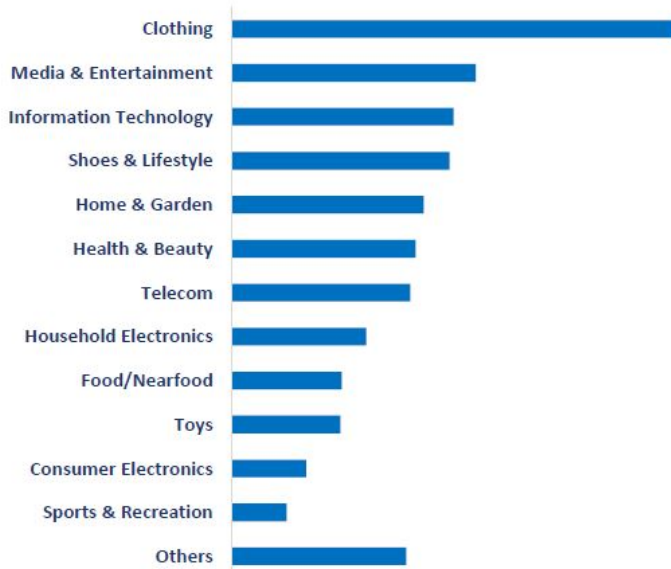




Ireland

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: Ecommerce Foundation, Retail Excellence and Eurostat, 2016