




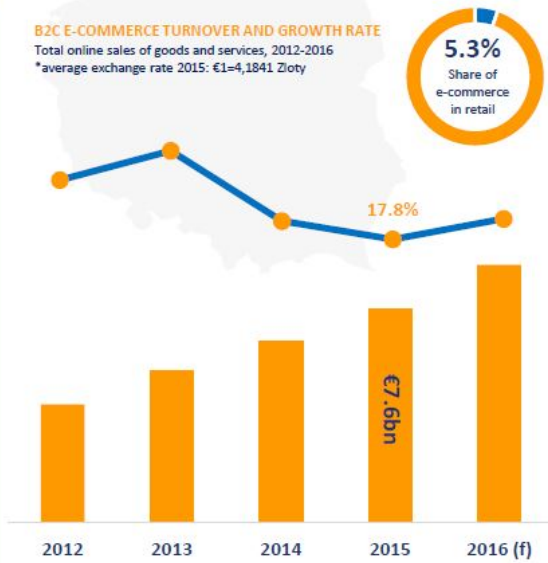
 **Poland**


Population 15+
32.4mn


Internet users
22.7mn (70%)


Number of e-shoppers
12.0mn (37%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016
*average exchange rate 2015: €1=4,1841 Zloty

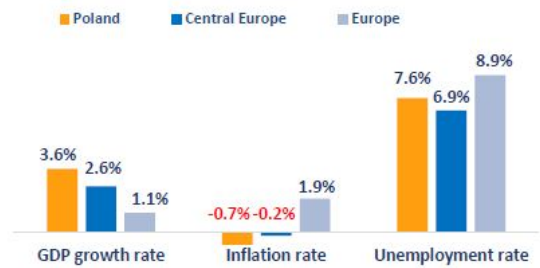


Source: Ecommerce Polska, Gemius and Ecommerce Foundation, 2016

E-commerce Markets

Central Europe

POLAND 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

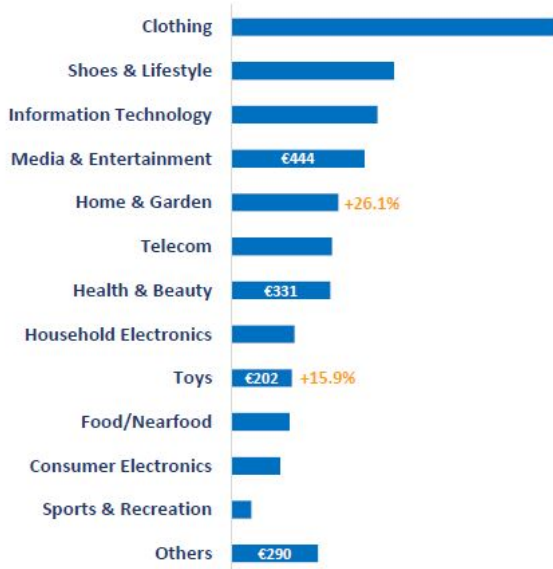




Poland

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

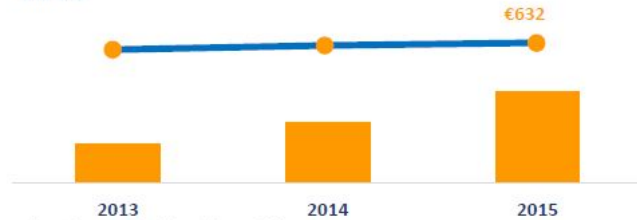
OVERVIEW OF POPULAR SERVICE GROUPS

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 and Eurostat, 2016