



Portugal



Population 15+
8.7mn

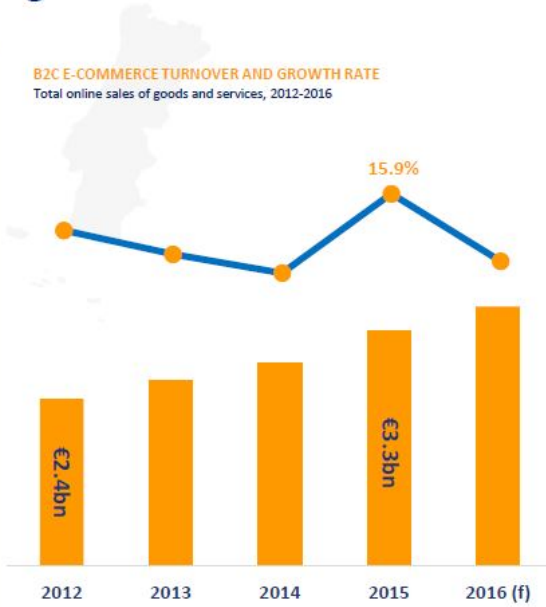


Internet users
6.1mn (70%)



Number of e-shoppers
3.1mn (35%)

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

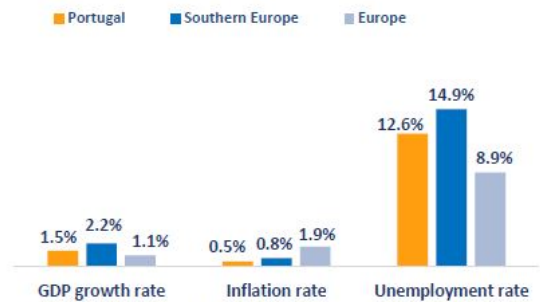


Source: ACEPI and Ecommerce Foundation, 2016

E-commerce Markets

Southern Europe

PORTUGAL VS REGIONAL AND EUROPEAN AVERAGES



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

EUROPEAN RANKING



Logistics Performance Index



Ease of Doing Business Index



eGDP ranking

Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: ACEPI, Ecommerce Foundation and Eurostat, 2016

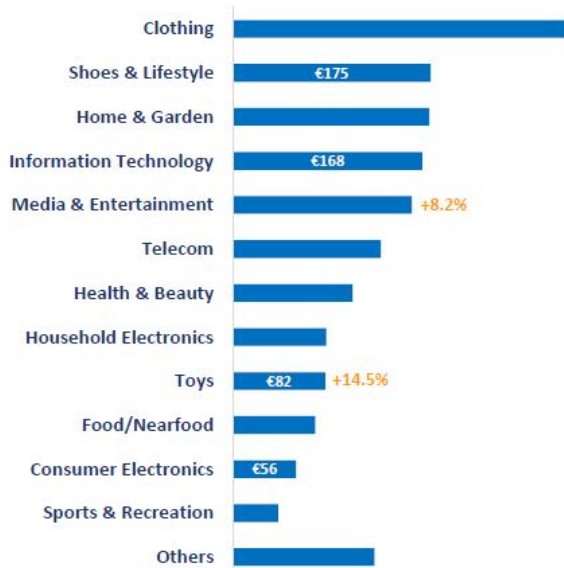




Portugal

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

Southern Europe

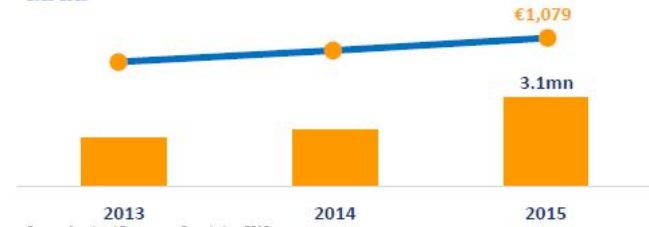
OVERVIEW OF POPULAR SERVICE GROUPS

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: Acept and Ecommerce Foundation, 2016