




Romania



Population 15+
17.0mn

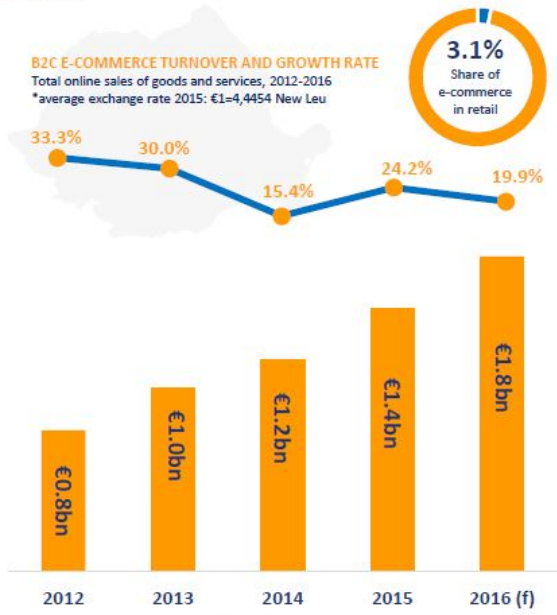


Internet users
10.5mn (62%)



Number of e-shoppers
1.9mn (11%)

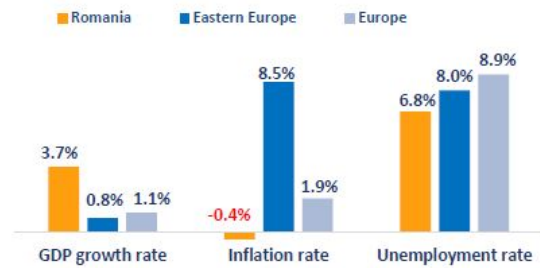
B2C E-COMMERCE TURNOVER AND GROWTH RATE
 Total online sales of goods and services, 2012-2016
 *average exchange rate 2015: €1=4,4454 New Leu



Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets Eastern Europe

ROMANIA 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

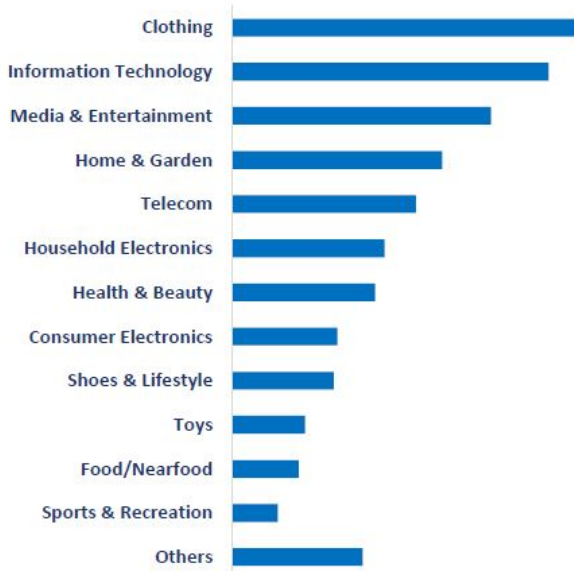




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OVERVIEW OF POPULAR PRODUCT GROUPS

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



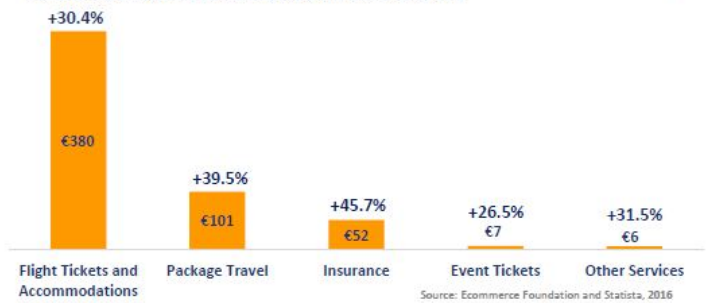
Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets

Eastern 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

