



Spain



Population 15+
39.3mn



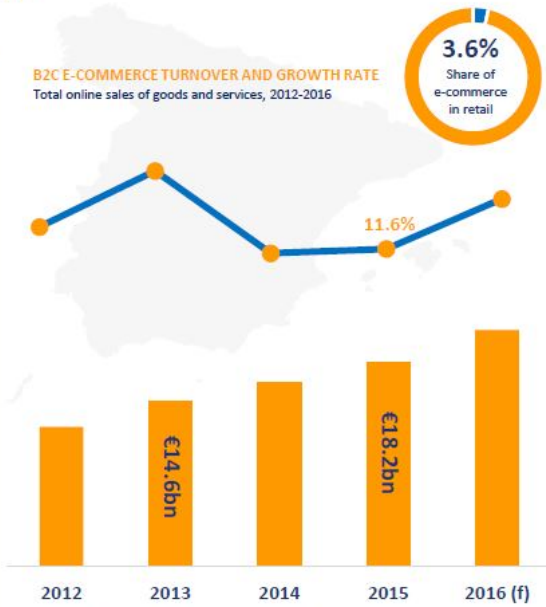
Internet users
31.4mn (80%)



Number of e-shoppers
16.6mn (42%)

Source: Ecommerce Foundation and Eurostat, 2016

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

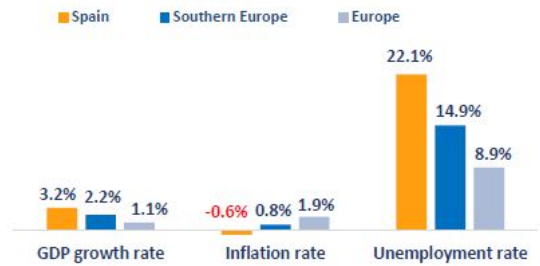


Source: ONTSI, Ecommerce Foundation and Statista, 2016

E-commerce Markets

Southern Europe

SPAIN VS REGIONAL AND EUROPEAN AVERAGES



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

EUROPEAN RANKING



Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

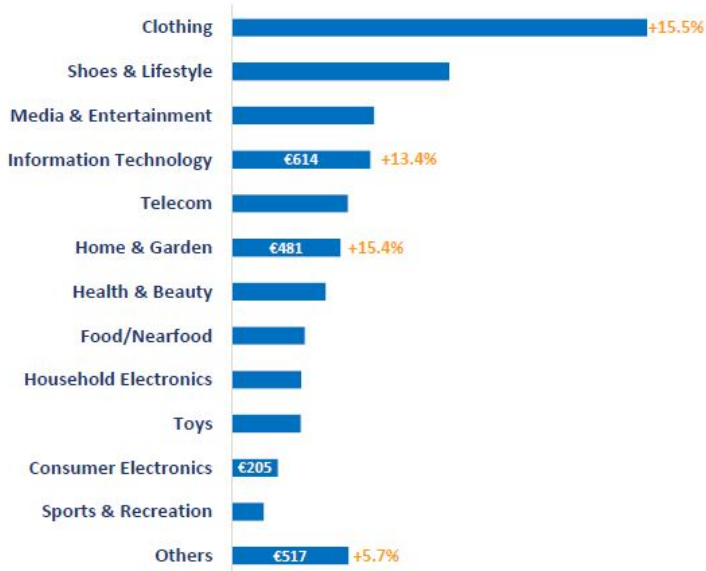




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OVERVIEW OF POPULAR PRODUCT GROUPS

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



Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets

Southern Europe

OVERVIEW OF POPULAR SERVICE GROUPS

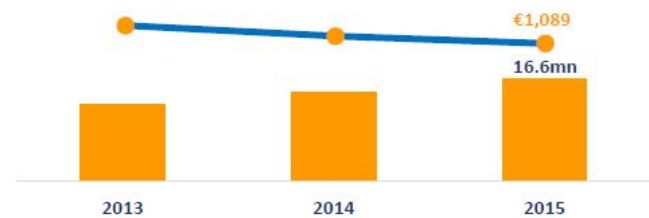
Estimated online sales of popular service groups, in millions of euros, 2015



Source: Ecommerce Foundation and Statista, 2016

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

2013-2015



Source: DNTSI, Ecommerce Foundation and Eurostat, 2016

