




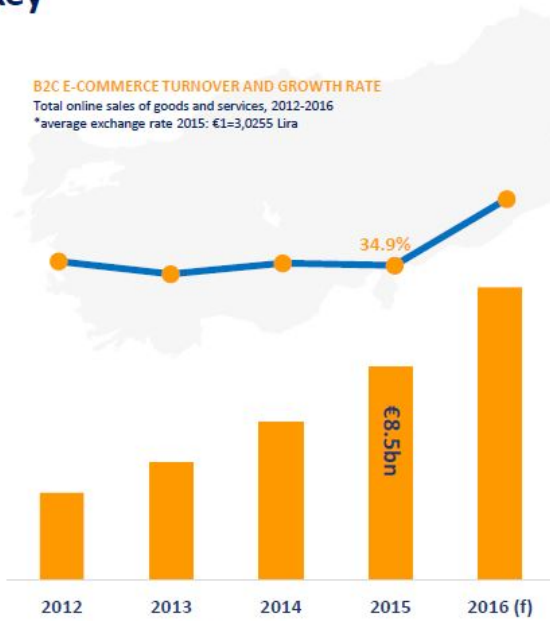
 **Turkey**


Population 15+
57.9mn


Internet users
31.3mn (54%)


Number of e-shoppers
9.1mn (16%)

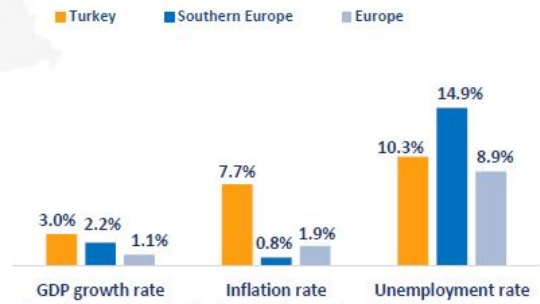
B2C E-COMMERCE TURNOVER AND GROWTH RATE
Total online sales of goods and services, 2012-2016
*average exchange rate 2015: €1=3,0255 Lira



Source: ETID and Ecommerce Foundation, 2016

E-commerce Markets
Southern Europe

TURKEY VS REGIONAL AND EUROPEAN AVERAGES



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

EUROPEAN RANKING

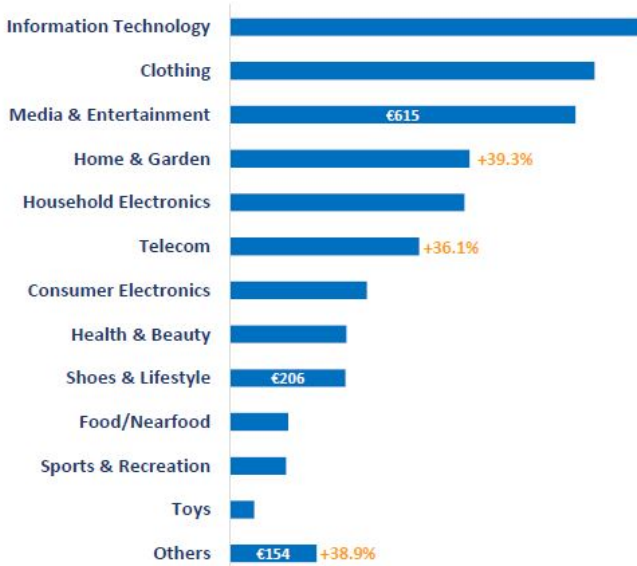


Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Turkey

OVERVIEW OF POPULAR PRODUCT GROUPS

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



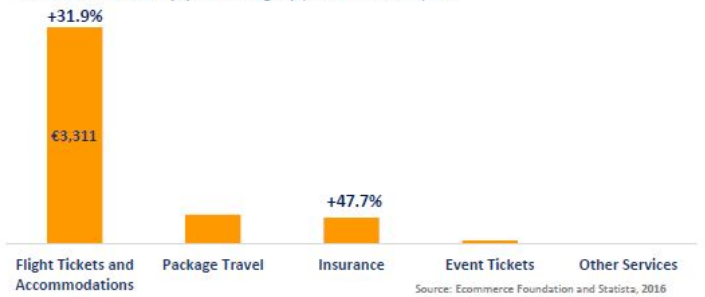
Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets

Southern Europe

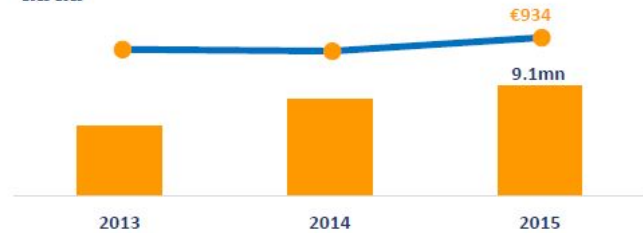
OVERVIEW OF POPULAR SERVICE GROUPS

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: ETID, Ecommerce Foundation and Eurostat, 2016