

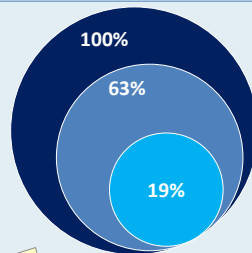
Europe €423.0 bn +13.6%

EU 28 €368.8 bn +13.4%

Eastern Europe €24.6 bn +16.8%

Total B2C Ecommerce 2014 of goods & services

Average spending per e-shopper



248 million people live in Eastern Europe

129 million* people use the Internet

38 million* people are e-shoppers

*excluding people aged 0-14

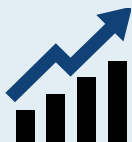
Forecast 2015

€29 bn

Turnover E-commerce Goods & Services



59.6 million e-households



E-commerce GDP

1.34%

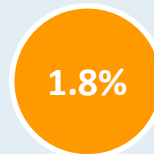
Total GDP €1,829.2bn

Ranking Eastern Europe in turnover (EUR million)

1		Russia	€19,947
2		Ukraine	€2,250
3		Romania	€1,200
4		Bulgaria	€254
#		Other countries	€950



Estimated 31% of the total population is on social media



Estimated share of online goods in total retail of goods

National e-commerce Associations:



Romania



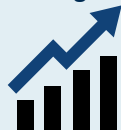
Russia



Українська асоціація
директ маркетингу
Ukrainian direct marketing
association

Ukraine

Average annual online sales growth since 2010 (CAGR)



+18.0% Europe

+35.1% Eastern Europe

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