

Europe € 423.8 bn +14.3%
 EU 28 € 368.7 bn +13.7%
 Central Europe € 106.5 bn +12.9%
 Total B2C Ecommerce 2014 of goods & services



National e-commerce Associations:



Czech republic



Germany



Poland



Switzerland



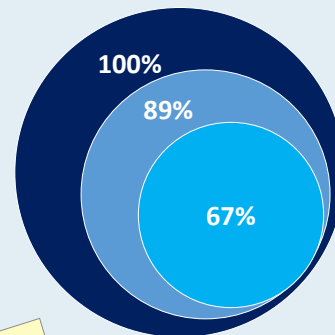
79% of the population has Internet access

Average spending per e-shopper



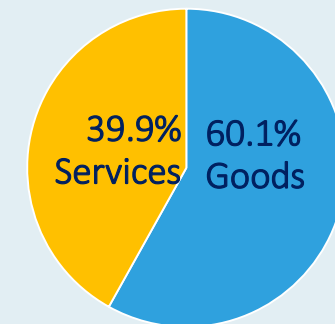
Ranking Western Europe in turnover (EUR million)

1		Germany	€ 71,200
2		Switzerland	€ 12,717
3		Austria	€ 11,685
4		Poland	€ 6,541
5		Czech Republic	€ 2,874
6		Hungary	€ 930
7		Slovakia	€ 402
8		Slovenia	€ 216

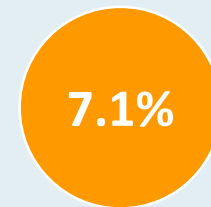


163 million people live in Central Europe
145 million people use the Internet
110 million people are e-shoppers

Forecast 2015
€ 119 bn Turnover E-commerce Goods & Services



Estimated 51% of the total population is on social media



Estimated share of online goods in total retail of goods

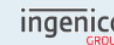
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