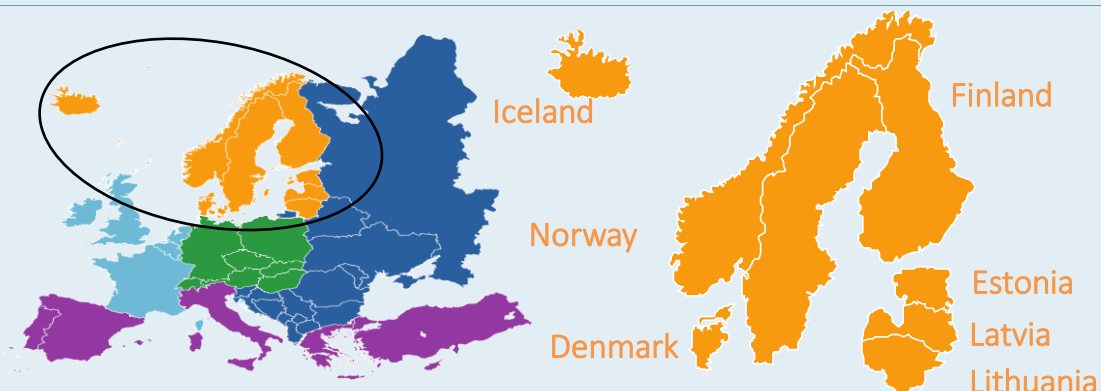
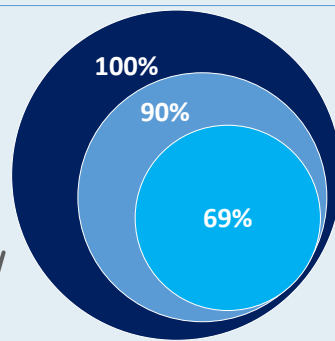


Northern Europe

Key B2C E-commerce Data of Goods and Services at a Glance 2014

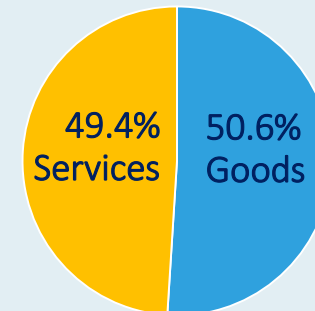


Europe € 423.8 bn +14.3%
 EU 28 € 368.7 bn +13.7%
 Northern Europe € 38.4 bn +16.1%
 Total B2C Ecommerce 2014 of goods & services

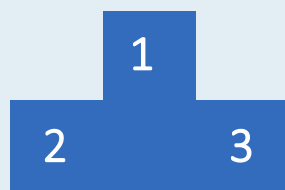


32 million people live in Northern Europe
 29 million people use the Internet
 22 million people are E-shoppers

Forecast 2015
 € 43.7 bn
 Turnover E-commerce Goods & Services



Average spending per e-shopper



Ranking Northern Europe in turnover (EUR million)

- | | | | |
|----|--|-----------|----------|
| 1. | | Norway | € 10,300 |
| 2. | | Sweden | € 9,938 |
| 3. | | Denmark | € 9,886 |
| 4. | | Finland | € 7,290 |
| 5. | | Lithuania | € 410 |
| 6. | | Iceland | € 250 |
| 7. | | Latvia | € 200 |
| 8. | | Estonia | € 150 |

Estimated 50% of the total population is on social media

7.2% Estimated share of online goods in total retail of goods

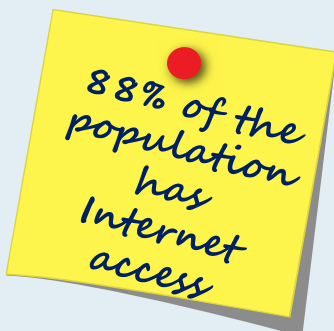
National e-commerce Associations:

Norway

Denmark

Finland

Finland



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