



Norway




Population 15+

4.2mn



Internet users

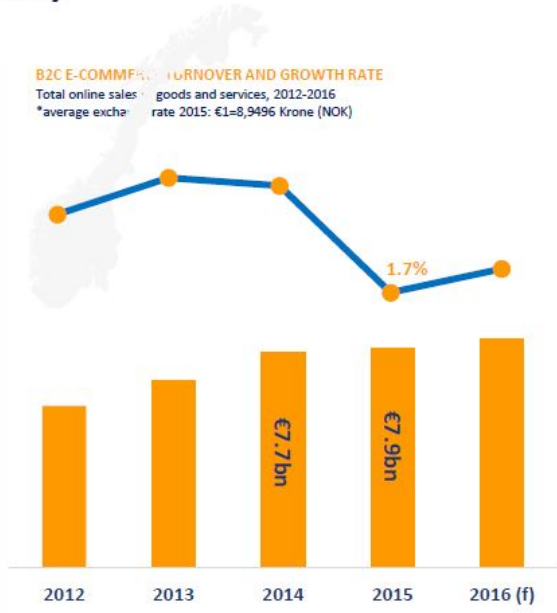
4.1mn (97%)



Number of e-shoppers

3.2mn (76%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE
 Total online sales goods and services, 2012-2016
 *average exchange rate 2015: €1=8,9496 Krone (NOK)

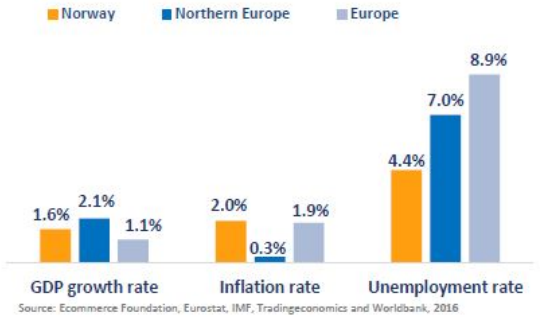


Source: Virke eHandel and Ecommerce Foundation, 2016

Source: Ecommerce Foundation and Eurostat, 2016

E-commerce Markets Northern Europe

NORWAY VS REGIONAL AND EUROPEAN AVERAGES



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

EUROPEAN RANKING

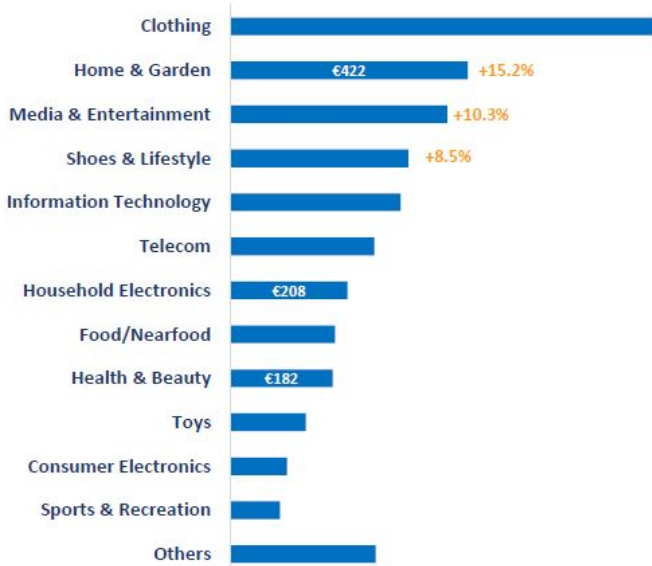


Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016



OVERVIEW OF POPULAR PRODUCT GROUPS

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

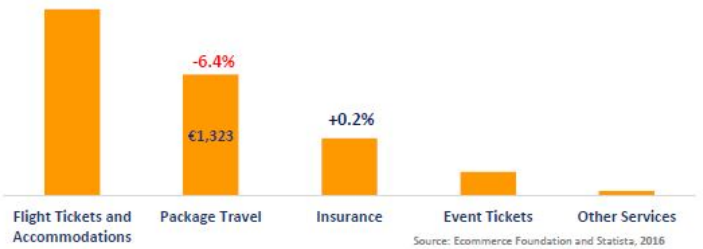


Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets Northern 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: Virke eHandel, Ecommerce Foundation and Eurostat, 2016

