




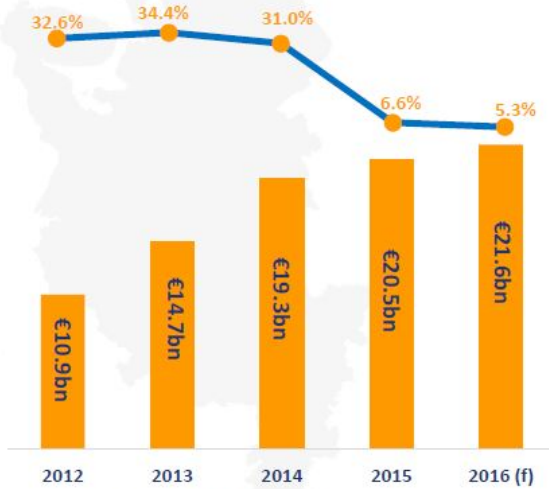
# Russia


  
**Population 15+**  
**121.8mn**


  
**Internet users**  
**85.8mn (70%)**


  
**Number of e-shoppers**  
**30.0mn (25%)**

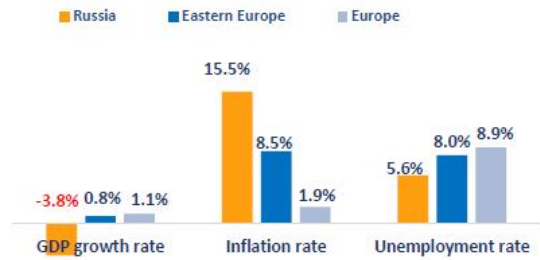
**B2C E-COMMERCE TURNOVER AND GROWTH RATE**  
 Total online sales of goods and services, 2012-2016  
 \*average exchange rate 2015: €1=68,0720 Ruble



Source: AKIT, Ecommerce Foundation and Statista, 2016

# E-commerce Markets Eastern Europe

**RUSSIA VS REGIONAL AND EUROPEAN AVERAGES**



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

**EUROPEAN RANKING**



Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

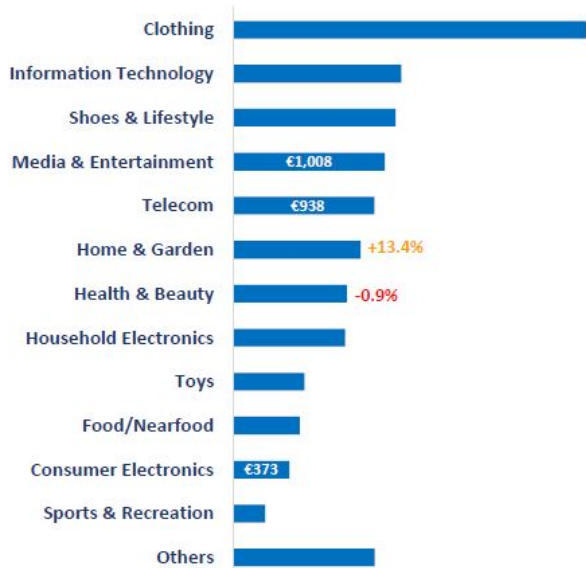




## Russia

### 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

### Eastern 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: Ecommerce Foundation, AKIT and EWDN, 2016