

Ecommerce SUMMIT 2017

# MARKEDSPASSER

MULIGHET ELLER TRUSSEL?

Netthandelsbyen Sandefjord, 18. oktober

# MARKEDSPASSER

- MULIGHET ELLER TRUSSEL ?

Markedsplasser som aktører i det nordiske markedet må forholde seg til (foreløpig).

**amazon**<sup>®</sup>

**Google**

 **KOMPLETT**<sup>®</sup>.no

**ebay**<sup>™</sup>

**facebook**

 **FINN**

  
**Alibaba** Group

**ELKJOP** 

## Global Internet Market Leaders = Apple / Google / Amazon / Facebook / Tencent / Alibaba...Flush with Cash...Private Companies Well Represented

Rank	Company	Region	Current Market Value (\$B)	Q1:16 Cash (\$B)	2015 Revenue (\$B)
1	Apple	USA	\$547	\$233	\$235
2	Google / Alphabet	USA	510	79	75
3	Amazon	USA	341	16	107
4	Facebook	USA	340	21	18
5	Tencent	China	206	14	16
6	Alibaba	China	205	18	15
7	Priceline	USA	63	11	9
8	Uber	USA	63	--	--
9	Baidu	China	62	11	10
10	Ant Financial	China	60	--	--
11	Salesforce.com	USA	57	4	7
12	Xiaomi	China	46	--	--
13	Paypal	USA	46	6	9
14	Netflix	USA	44	2	7
15	Yahoo!	USA	36	10	5
16	JD.com	China	34	5	28
17	eBay	USA	28	11	9
18	Airbnb	USA	26	--	--
19	Yahoo! Japan	Japan	26	5	5
20	Didi Kuaidi	China	25	--	--
<b>Total</b>			<b>\$2,752</b>	<b>\$447*</b>	<b>\$554*</b>

Source: CapIQ, CB Insights, Wall Street Journal, media reports. Market value data as of 5/31/16. \* Includes only public companies.  
 Note: For public companies, colors denote current market value relative to Y/Y market value. Green = higher. Red = lower. Purple = newly public within last 12 months (applied here to both eBay and Paypal given Paypal spinoff on 7/20/15). Yellow = private companies, where market value represents latest publicly announced valuation. Ant Financial and Didi Kuaidi valuation per latest media reports as of 5/2016. Ant Financial treated separately from Alibaba as Alibaba retains no control of Ant and will receive a capped lump sum payment in the event of an Ant liquidity event. Cash includes cash and equivalents and short-term marketable securities plus long-term marketable securities where deemed liquid.

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# KOMPLETT MARKET PLACE



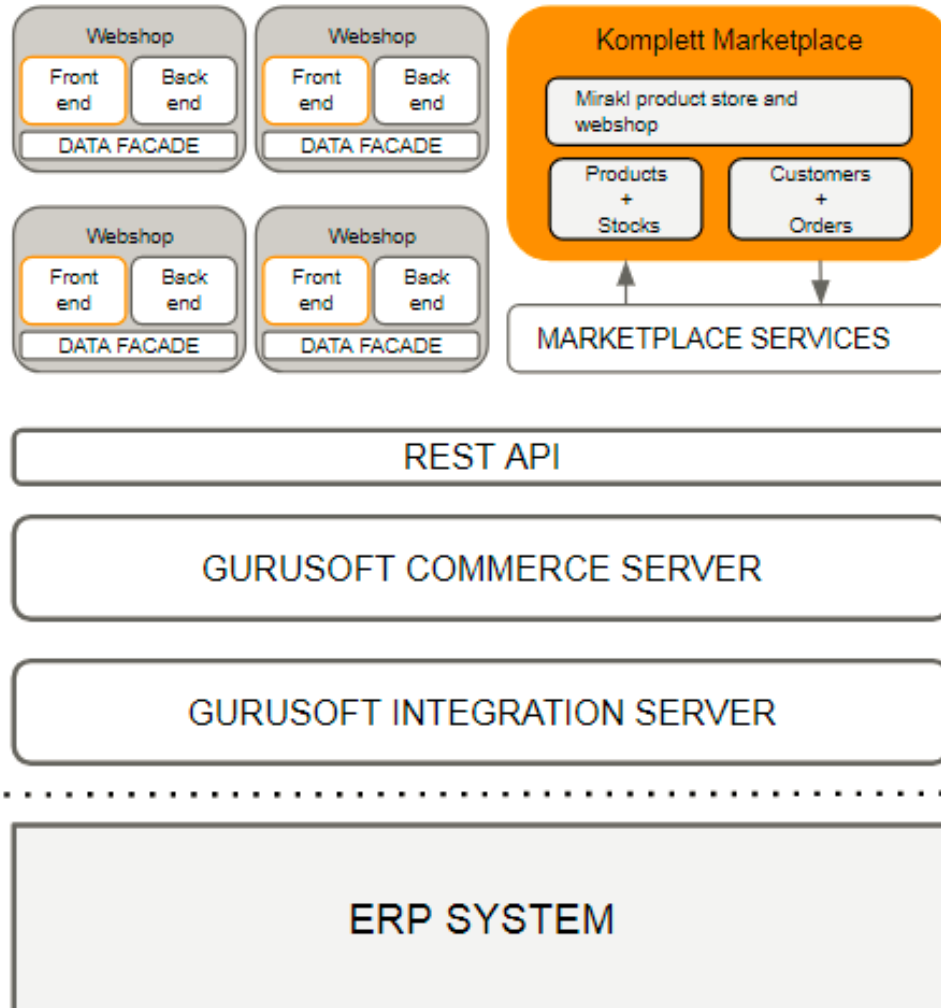
Slik  
fungerer  
det



Fordeler  
på 1-2-3



# INTEGRATION - KOMPLETT MARKET PLACE



- Gurusoft mikrotjenester
- Alt kan styres fra Gurusoft
- Kan også styres fra ERP
- Produkter, attributter og bilder mellomlagres hos Komplett
- Beholdning og priskampanjer
- Kunder og ordre
- Pilotkunder er Skovly og Milas

# DEMO - KOMPLETT MARKET PLACE

