

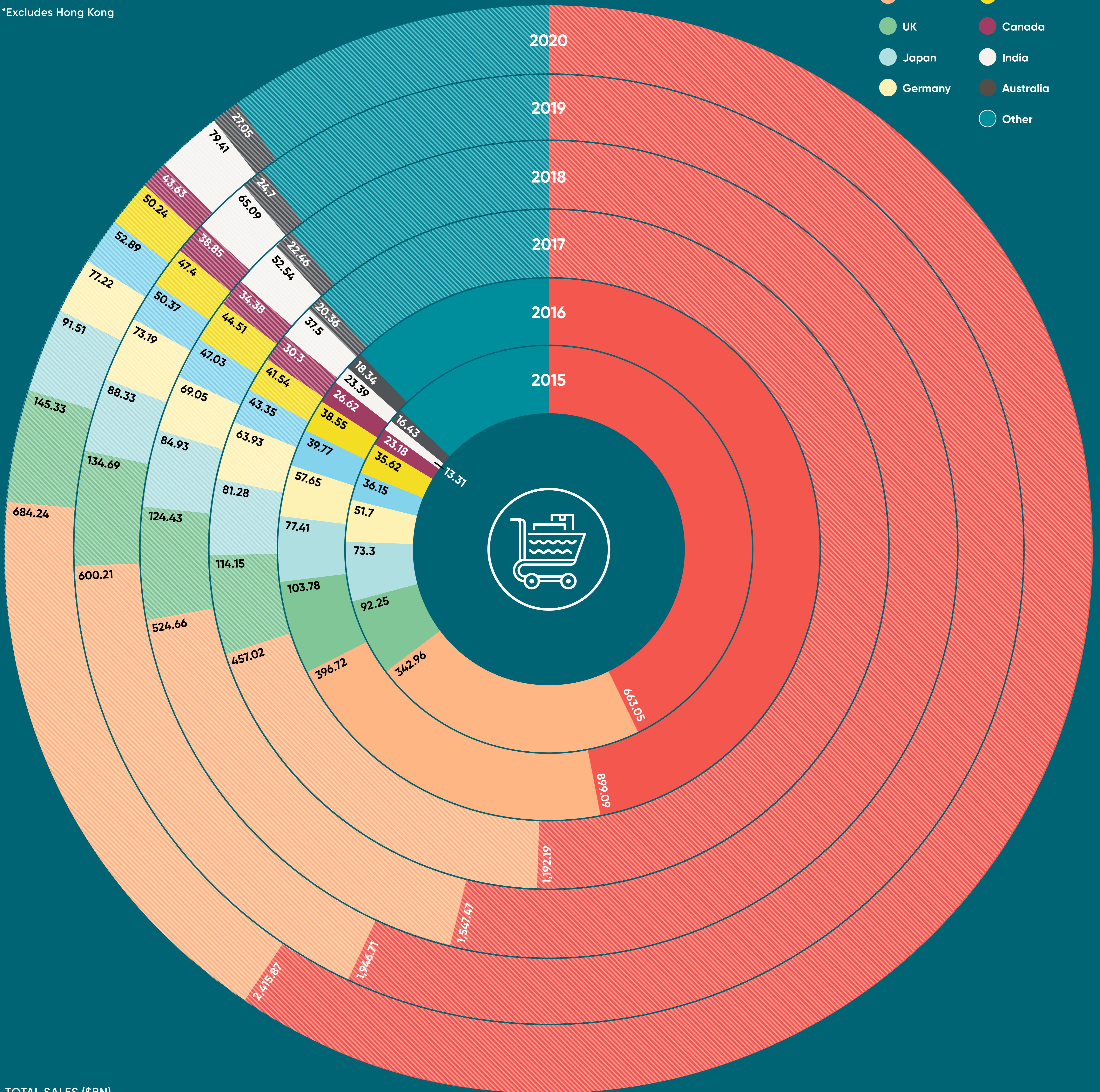
E-COMMERCE SALES WORLDWIDE

GLOBAL RETAIL E-COMMERCE SALES (\$BN)

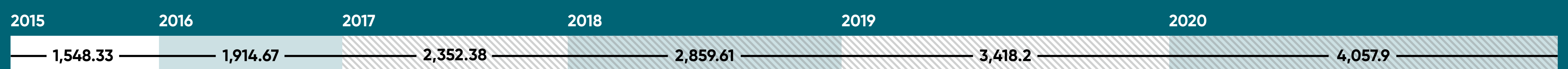
INCLUDES PRODUCTS OR SERVICES ORDERED USING THE INTERNET VIA ANY DEVICE, EXCLUDES TRAVEL AND EVENT TICKETS

*Excludes Hong Kong

- China*
- US
- UK
- Japan
- Germany
- South Korea
- France
- Canada
- India
- Australia
- Other



TOTAL SALES (\$BN)



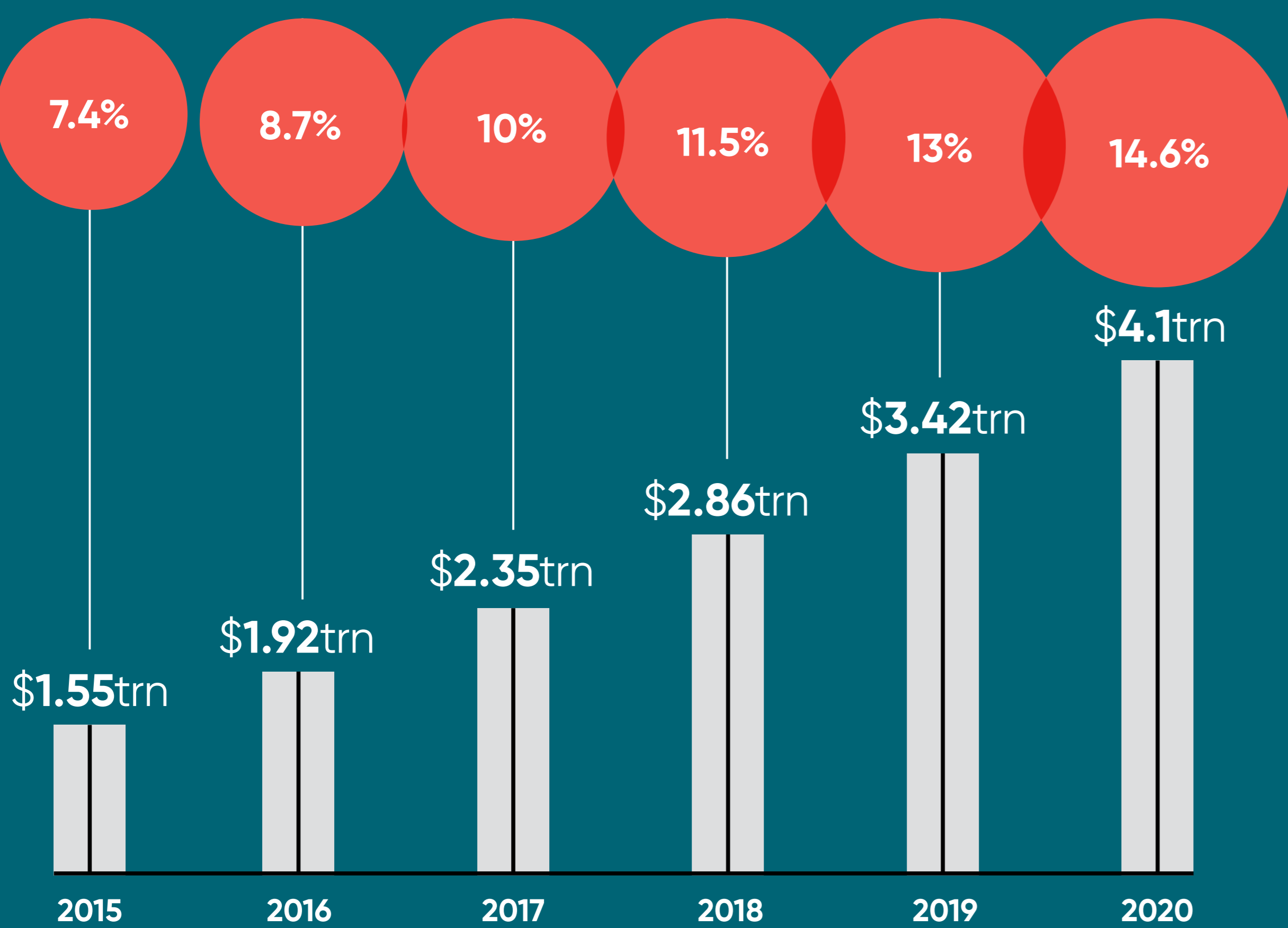
eMarketer 2016



GLOBAL RETAIL E-COMMERCE SALES

INCLUDES PRODUCTS OR SERVICES ORDERED ONLINE VIA ANY DEVICE, EXCLUDES TRAVEL AND EVENT TICKETS

Percentage of total retail sales



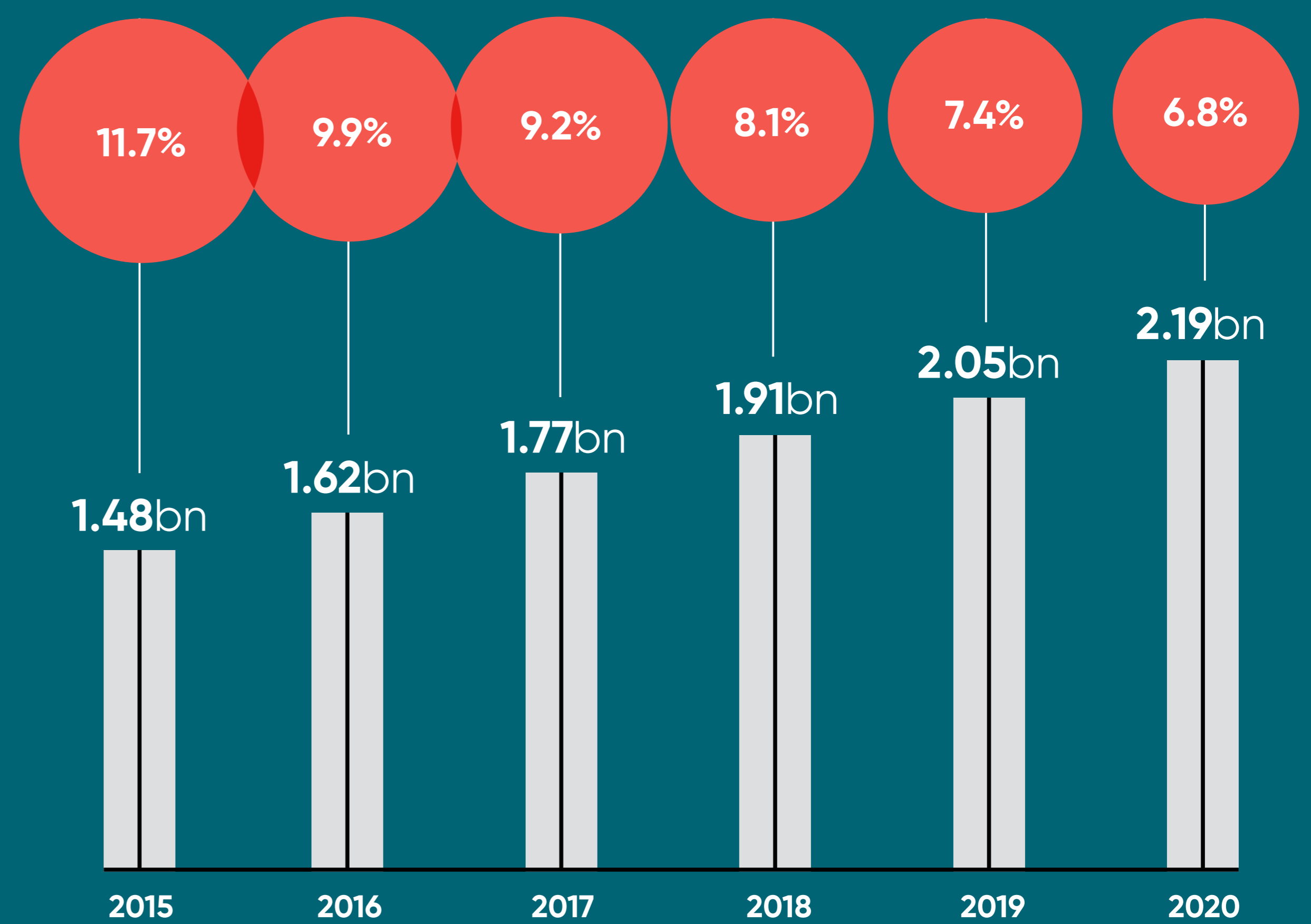
eMarketer 2016



NUMBER OF ONLINE SHOPPERS WORLDWIDE

INTERNET USERS AGED 14 AND OVER WHO HAVE MADE AT LEAST ONE RETAIL E-COMMERCE PURCHASE OVER THE LAST YEAR

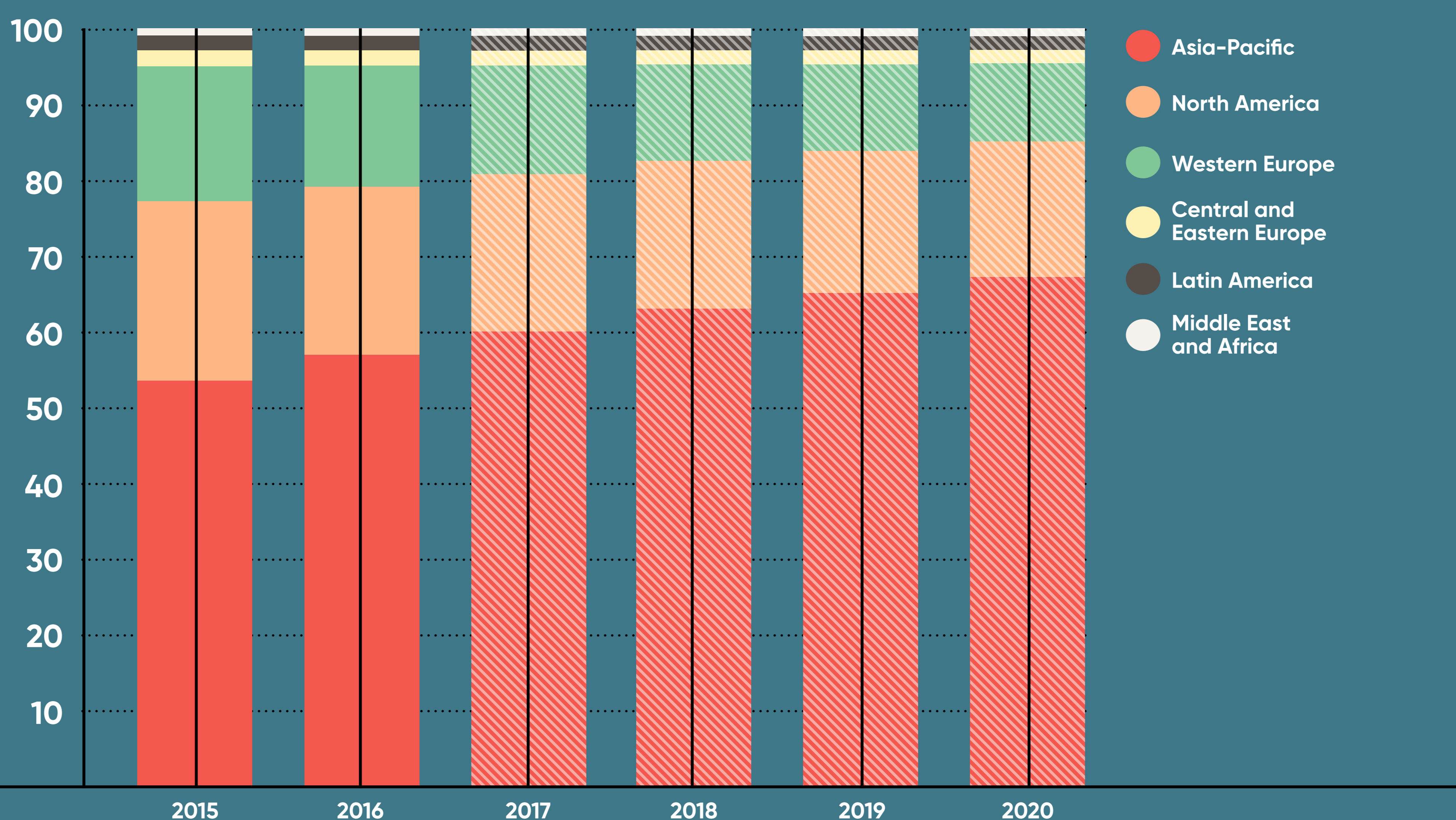
Percentage change



eMarketer 2016

GLOBAL RETAIL E-COMMERCE SALES BY REGION (%)

INCLUDES PRODUCTS OR SERVICES ORDERED USING THE INTERNET VIA ANY DEVICE, EXCLUDES TRAVEL AND EVENT TICKETS



eMarketer 2016