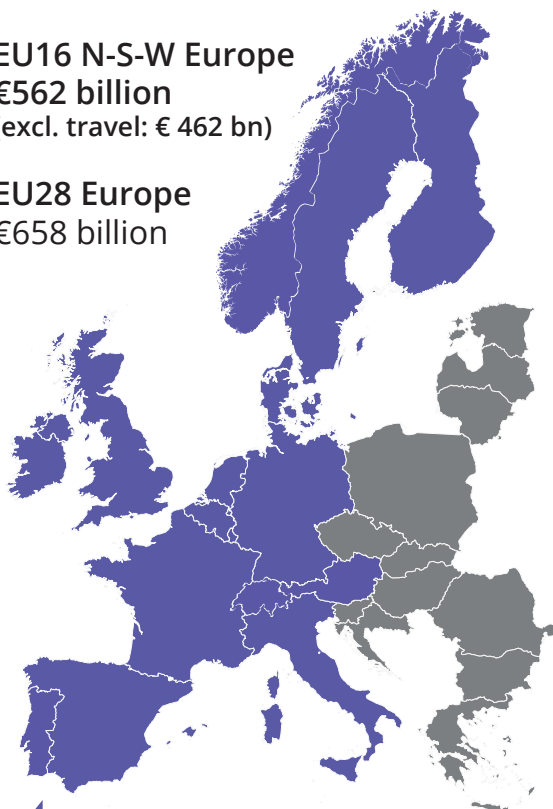


EU E-Commerce Market Insights

EU16 N-S-W Europe
 €562 billion
 (excl. travel: € 462 bn)

EU28 Europe
 €658 billion



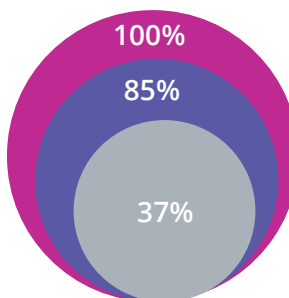
2019

EU28 Countries
 €658 billion +10%*

EU16 Countries
 €562 billion +8,5%*

Top500 Retailers
 €243 billion +21,5%*

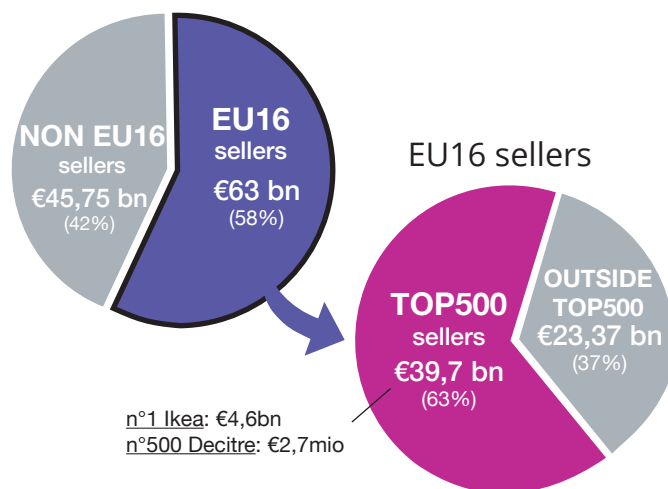
United States
 €528 billion +14,8%*



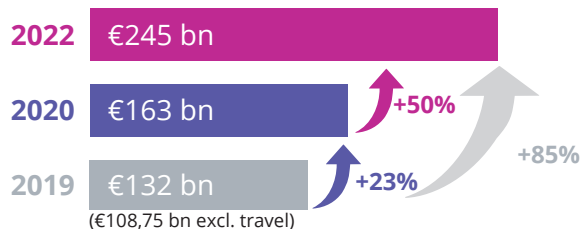
- United Kingdom €168 bn -1,8%*
- Germany €111 bn +13,3%*
- France €103 bn +22,6%*
- Spain €33 bn +17,9%*
- The Netherlands €29 bn +16%*
 (incl. travel)

OF WHICH 23,55% IS CROSS-BORDER

Total CB turnover EU16: **€ 108,75bn** +14,4%*



B2C Cross-Border eCommerce EU 16



CB turnover will nearly double over the next 3 years

- United Kingdom €24 bn +4,5%*
- Germany €19 bn +11,8%*
- France €15 bn +7,8%*
- Spain €8 bn +30%*
- Switzerland €5 bn +25%*
 (excl. travel)

*growth vs 2018

Source: Cross-Border Commerce Europe