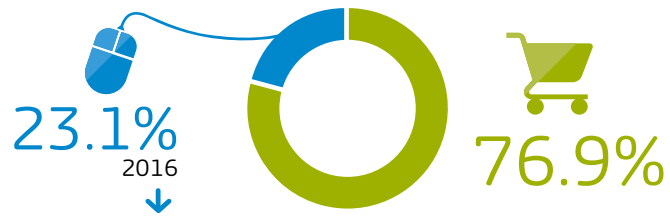


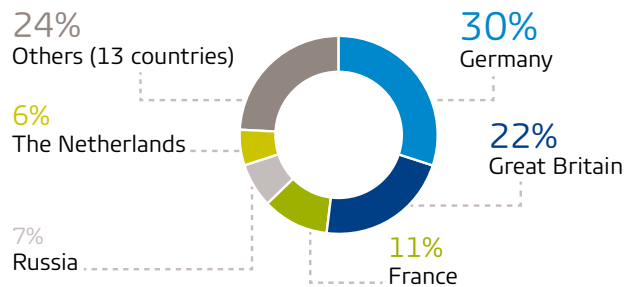
E-COMMERCE CONTINUES TO GROW IN EUROPE

Online share of overall sales grows between 1.5% and 2% annually*

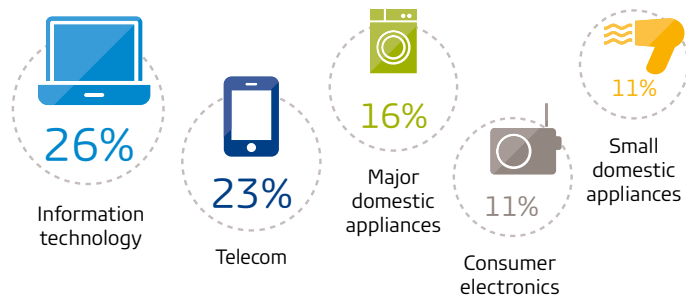


2011 13.7% 2012 15.2% 2013 17.4% 2014 19.4% 2015 21.1%

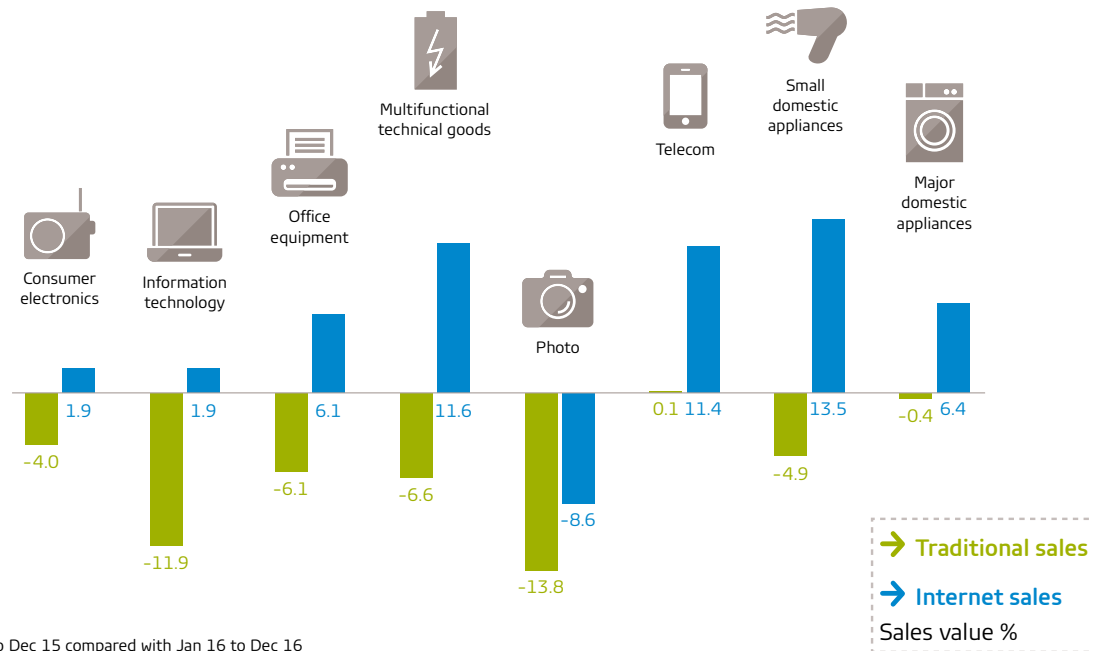
Germany is the biggest online market in Europe



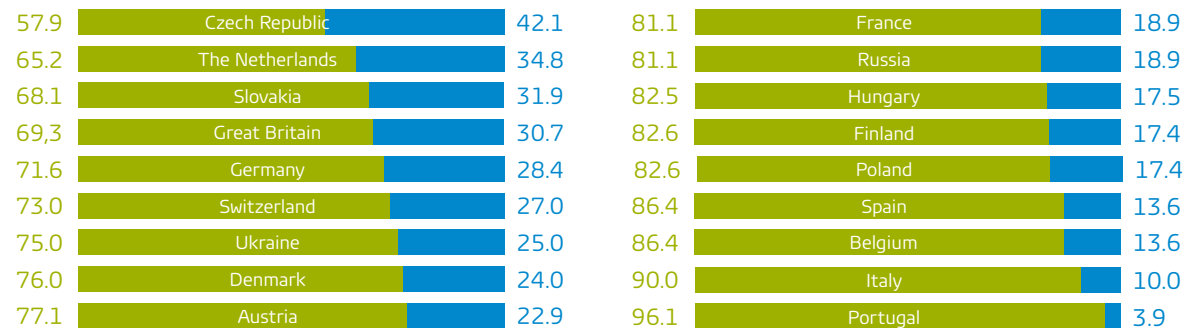
More than a quarter of IT products are sold online



Online sales of small domestic appliances grow the fastest, at 13.5%



Internet sales have the greatest share (of overall sales) in the Czech Republic, at 42.1%**



To get more information on this topics and figures for other periods, please contact: Markus Tuschl at markus.tuschl@gfk.com

Source: GfK Point of Sales Tracking, January to December 2016 if not indicated otherwise, all figures based on the 18 countries mentioned below and on sales value %

* Internet sales share Europe 16 (AT, BE, CH, CZ, DE, ES, FR, GB, HU, IT, NL, PL, PT, RU, SK, UA)

** Internet sales share Europe 18 (AT, BE, CH, CZ, DE, DK, ES, FI, FR, GB, HU, IT, NL, PL, PT, RU, SK, UA)