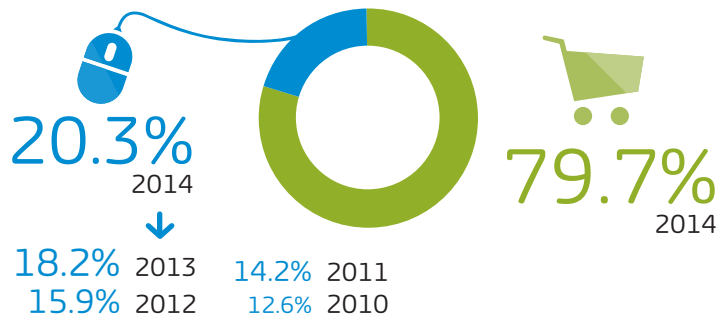


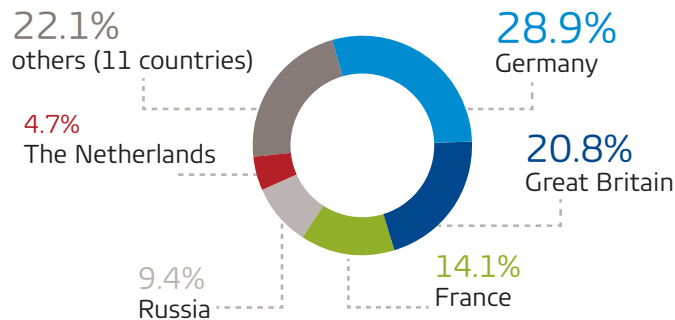
ONLINE VS. TRADITIONAL SALES 2014: KEY FACTS FOR TECHNICAL CONSUMER GOODS (TCG) IN EUROPE



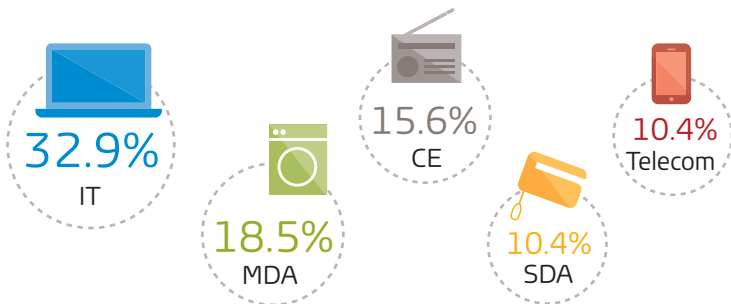
One in five euros is spent online



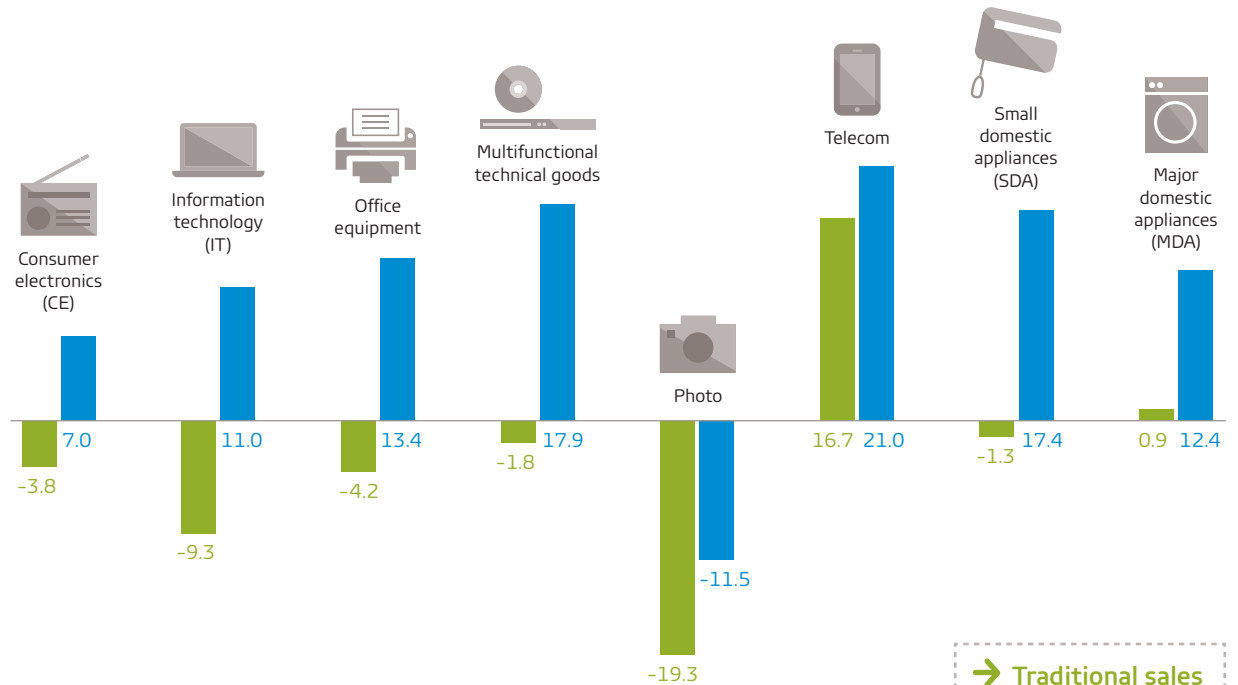
78% of all TCG sales online take place in five countries



IT is the biggest TCG sector online, with 32.9%



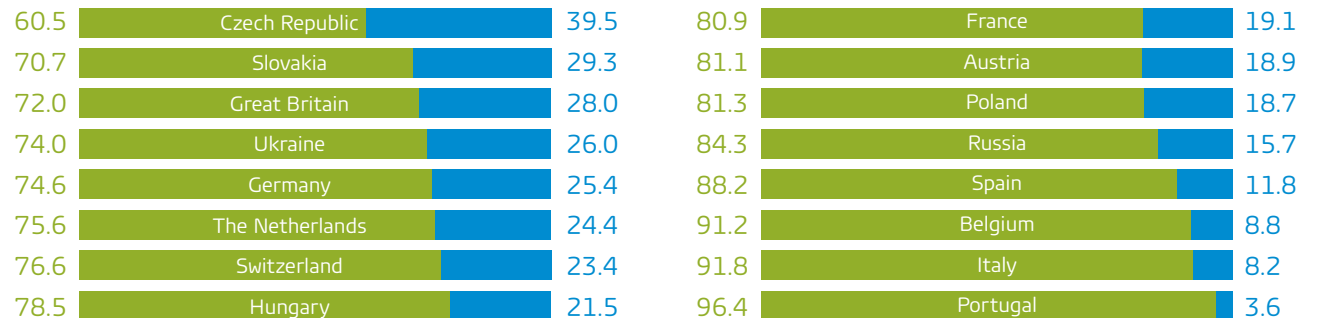
Telecom online sales: the fastest growing product area, up 21%



Jan 13 to Dec 13 compared with Jan 14 to Dec 14

→ Traditional sales
→ Internet sales
Sales value %

Share of Internet sales varies widely across Europe



To get more information on these topics and figures for other periods, please contact: Friedrich Fleischmann at friedrich.fleischmann@gfk.com

Source: GfK Retail Sales Tracking, Jan to Dec 2014 if not indicated otherwise, all figures based on the 16 countries mentioned above and on sales value %

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