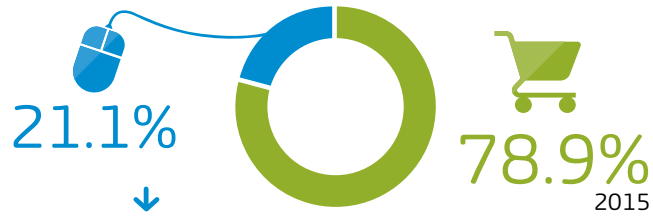


ONLINE VS. TRADITIONAL SALES: KEY FACTS FOR TECHNICAL CONSUMER GOODS (TCG) IN EUROPE

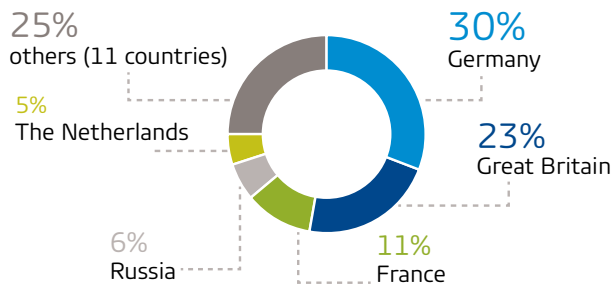


One in five euros is spent online*

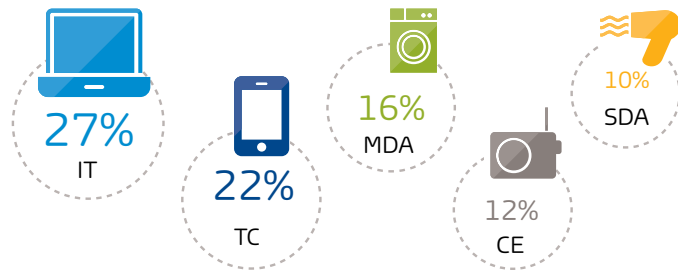


2011 13.7% 2012 15.2% 2013 17.4% 2014 19.4%

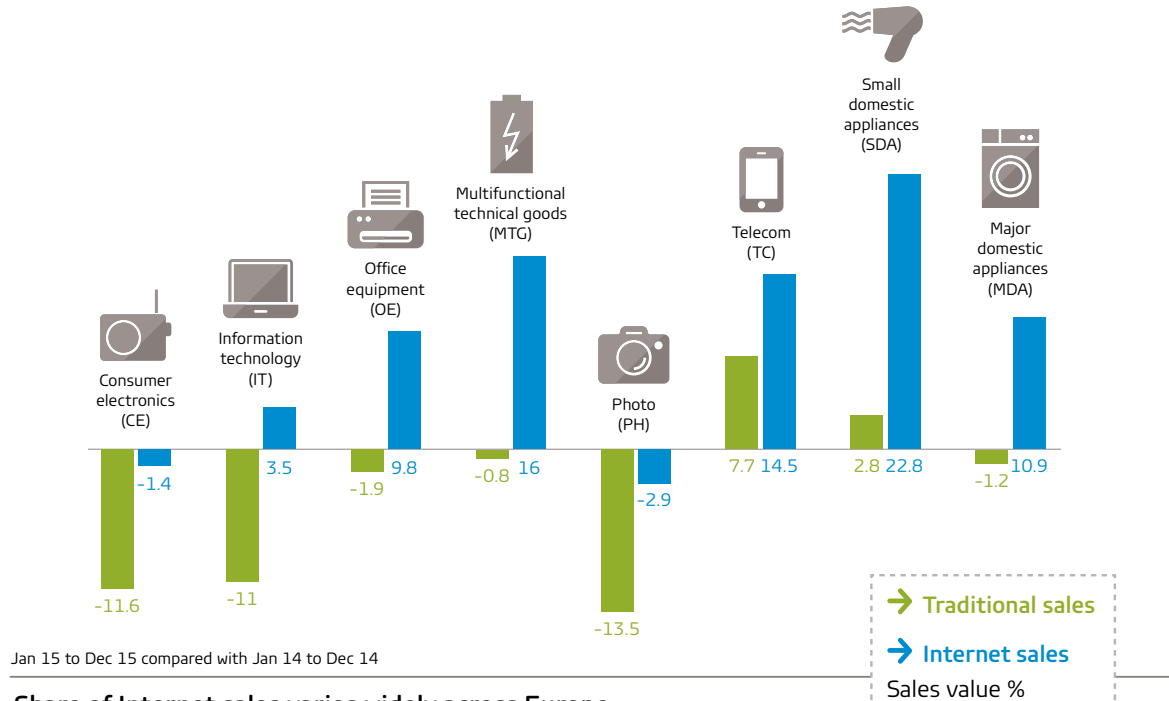
75% of all TCG sales online take place in five countries



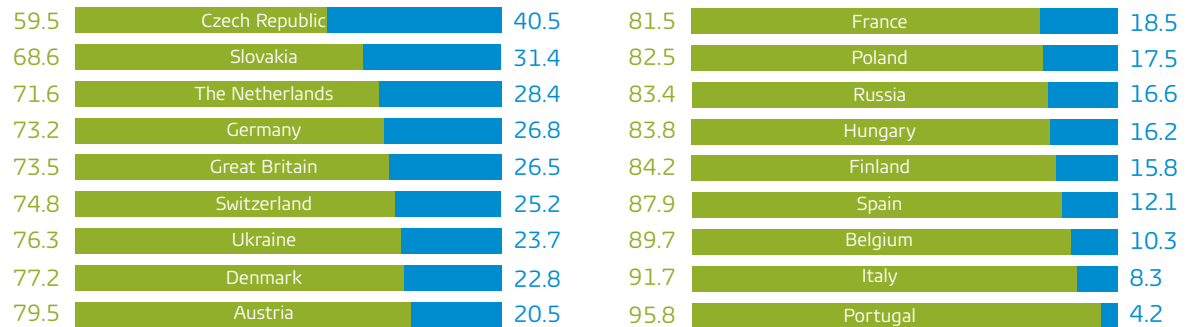
IT is the biggest TCG sector online, with 27%



Small domestic appliances: the fastest growing product area, up 22.8%**



Share of Internet sales varies widely across Europe



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 2015 if not indicated otherwise, all figures based on the 18 countries mentioned above and on sales value %

* Internet sales share Europe16 (AT, BE, CH, CZ, DE, ES, FR, GB, HU, IT, NL, PL, PT, RU, SK, UA)

** 2015 covers 53 weeks, 2014 covers 52 weeks