



Sweden



Population 15+
8.1mn



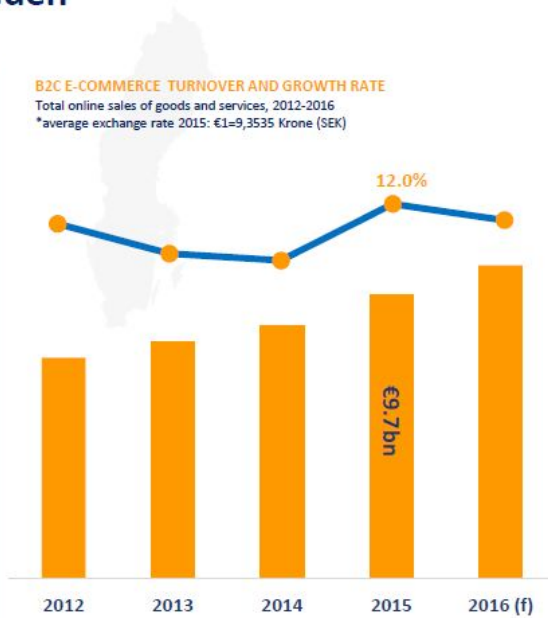
Internet users
7.4mn (92%)



Number of e-shoppers
5.8mn (72%)

B2C E-COMMERCE TURNOVER AND GROWTH RATE

Total online sales of goods and services, 2012-2016
*average exchange rate 2015: €1=9,3535 Krone (SEK)

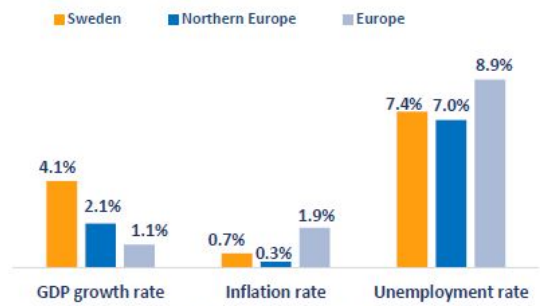


Source: DIBS and Ecommerce Foundation, 2016

E-commerce Markets

Northern Europe

SWEDEN VS REGIONAL AND EUROPEAN AVERAGES



Source: Ecommerce Foundation, Eurostat, IMF, Tradingeconomics and Worldbank, 2016

EUROPEAN RANKING



Logistics
Performance Index



Ease of
Doing Business Index



eGDP ranking

Source: Worldbank, Doingbusiness and Ecommerce Foundation, 2016

Source: Ecommerce Foundation and Eurostat, 2016

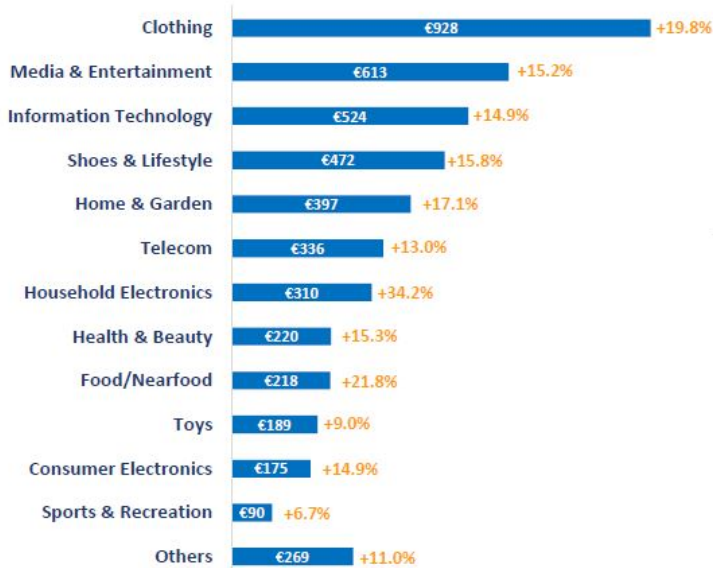




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OVERVIEW OF POPULAR PRODUCT GROUPS

Estimated online sales of popular product groups, in millions of euros, 2015



Source: Ecommerce Foundation and Statista, 2016

E-commerce Markets

Northern Europe

OVERVIEW OF POPULAR SERVICE GROUPS

Estimated online sales of popular service groups, in millions of euros, 2015



Source: Ecommerce Foundation and Statista, 2016

NUMBER OF E-SHOPPERS AND AVERAGE SPENDING PER E-SHOPPER 2013-2015



Source: DIIS and Ecommerce Foundation, 2016

