AFRICA B2C E-COMMERCE MARKET 2015

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Africa B2C E-Commerce Market 2015

General Information

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Questions Answered in This Report

- What is the current state and the prospects of B2C E-Commerce in Africa?
- How do countries in Africa compare among themselves and other countries worldwide by various indicators relevant for B2C E-Commerce?
- How does the infrastructure necessary for evolvement of online retail develop across various countries in this region?
- What are the major B2C E-Commerce markets in Africa?
- Who are the key competitors in online shopping in Africa?
Africa is considered a late entrant to the global E-Commerce stage. Low internet penetration, underdeveloped logistics and limited cashless payments infrastructure, as well as low incomes and high poverty rates have hindered the uptake of online shopping in this region. However, recent signs of improvements have led to forecasts of B2C E-Commerce sales growing at high rates to a double-digit number in EUR billions in the next three years.

South Africa and Nigeria are the continent’s leaders in online retail development. While South Africa has been in view for years as an important emerging market, Nigeria is a rising star. As the regions’ most populous country, it already surpassed South Africa in economy size and topped all other African nations by number of Internet users and mobile phone owners. Local online merchants Jumia and Konga are among the country’s most popular websites. Jumia has already expanded beyond Nigeria to other markets in the region, while both companies received substantial investment to fortify their positions on the domestic market, as the launch of PayPal in Nigeria in 2014 is expected to bring more international competition.

Still, South Africa is significantly ahead of all other countries in the continent by such important infrastructure indicators as Internet, smartphone and payment card penetration. An important development in South Africa is the declining share of online spending on foreign websites. Fear of hidden charges and the convenience of buying from local merchants are cited as major reasons for not buying cross-border. Nevertheless, US-based global merchant Amazon ranks among the most visited E-Commerce websites in the country, while the two largest South African online merchants Kalahari.com and Takealot.com decided to merge to join their forces against increasing local and international competition. Overall, South African B2C E-Commerce market potential is still largely untapped, as online accounted for only slightly more than 1% of total retail sales last year.

Looking at other African nations, Morocco and Egypt are Africa’s most advanced markets in Internet penetration, which reached more than half of the population in these countries, as of 2014. Online shopper penetration stood at below 10% in these countries, though especially in Morocco, the number of users buying over the Internet has grown significantly. In Egypt, a particular characteristic is significance of the social network Facebook, which not only generates traffic for online merchants such as Souq.com and Jumia, but also is cited by online shoppers as a website for direct placement of orders.

Kenya is Africa’s leader in all aspects of mobile: mobile connections account for almost all of Internet subscriptions in the country, while the number of people using mobile payment services has been growing each year to reach a significant double-digit number in 2014. Still, the country’s E-Commerce market is smaller than that of some other African countries, through by mobile shopper penetration it topped them all, ranking first in this parameter together with Nigeria.
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In Nigeria, 57% of connected consumers preferred to shop online, while in South Africa only 31%, below other countries worldwide in July 2014.

Global: Share of Consumers who Prefer to Shop Online, in % of Consumers who Connect to the Internet at Least Once a Week, by Selected Countries, incl. South Africa and Nigeria, July 2014

In Morocco, 67% of online shoppers purchased from local websites, while 33% shopped on foreign websites in 2013.

Morocco: Breakdown Online Shopping Destination, in % of Online Shoppers, by Moroccan Websites and Foreign Websites, 2013
Methodology

General Methodology of our Market Reports:

- This report includes the results of secondary market research: By using various sources we ensure maximum objectivity for all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- The report covers the B2C E-Commerce market. It takes into account a wide definition of B2C E-Commerce, and might include mobile commerce and social commerce. B2B E-Commerce and C2C E-Commerce are not included, unless stated otherwise.
- This report contains a Management Summary, summarizing the main information provided in each chapter.
- Cross referencing of data was conducted in order to ensure validity and reliability.
- Besides providing information on the specific topic, every chart contains an Action Title, which summarizes the main statement of the chart and a Sub Title, which gives information about the country, the topic, the unit or currency, and the time period the data on the chart refers to.
- Furthermore, the source of information and its release date are provided on every chart. It is possible that the information included in one chart is derived from several sources. Then, all sources are mentioned on the chart.
- This report also includes rankings. Within these rankings, it is possible that the total amount adds up to more than 100%. If this is the case, multiple answers were possible, and this is then mentioned in the note of the chart.
- If available, additional information about the data collection, for example the time of survey and number of people asked, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies were mostly used. When referencing them in the Action Title, the EUR values are also provided in brackets. The conversions are always made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the previous year was used.
- This report includes mainly data from the last 12 months. The exact publication dates are mentioned in every chart.

Methodology for our Africa B2C E-Commerce Market report:

- This report opens with a global comparisons chapter where the region and its countries are compared to other regions and countries worldwide, in terms of B2C E-Commerce indicators, such as sales share, Internet and mobile penetration and others.
- A regional chapter follows, where regional B2C E-Commerce sales are presented and countries in the region are compared among themselves by relevant indicators.
- A top country in the region by B2C E-Commerce sales, South Africa, opens the country chapters. For this country, major trends in the B2C E-Commerce market, sales figures, shares of B2C E-Commerce sales on the total retail market, main online product categories, relevant information about Internet users and online shoppers, as well as payment and delivery methods was included. Furthermore, major players in the B2C E-Commerce market were identified and presented in rankings and a text chart containing qualitative information and important news.
- Other countries follow in the descending order of B2C E-Commerce sales. Where no sales data was available, other relevant indicators, such as Internet penetration and online shopper penetration were used to rank the countries. The information included per country differed in scope due to varying data availability. Nigeria, Egypt and Morocco are covered in a larger scope than Senegal and Kenya. Where available, market trends, transaction volumes, Internet and online shopper penetration, as well as relevant information about players was presented. Algeria and Rwanda have the smallest coverage due to limited data availability.
WHAT IS THE TARGET AUDIENCE FOR THE MARKET REPORTS?
The target group of our B2C E-Commerce reports are decision makers in top-management, for example from the departments E-Commerce, Business Development, Strategy, Marketing, etc. from large corporations worldwide.

WHAT TYPE OF RESEARCHERS ARE FINDING THE INFORMATION FOR OUR MARKET REPORTS?
yStats.com employs multilingual researchers that research and filter all sources and translate the relevant information into English. This ensures that the content of the original sources is correctly interpreted.

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The reports are all based on reliable sources including national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other sources.

WHAT TYPE OF ANALYSTS ARE WRITING THE MARKET REPORTS?
After the information is researched, it is further analyzed by our international team of research analysts. These analysts have a long experience in the field of E-Commerce research, and they understand the specifications of the market.

IS THE INFORMATION IN THE MARKET REPORTS COMPARABLE FROM COUNTRY TO COUNTRY?
Due to the fact that the information included in the market reports is derived from different sources, some information is not comparable across countries. Different sources mostly have different definitions.

IN WHAT FORMAT ARE THE MARKET REPORTS DELIVERED?
The market reports are delivered in PowerPoint and PDF format. If a different format is needed, please contact us before the purchase. It would also be possible to order printed versions of the reports for a slightly higher price.

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Africa B2C E-Commerce Market 2015

Quotes of our Customers

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<td>Chief Operating Officer – Markets and Operations</td>
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<td>Dr. Marcus Ackermann</td>
<td>Member of the Executive Board</td>
<td>Bonprix: Leading Online Shopping Company</td>
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Travis Witteveen
Chief Operating Officer – Markets and Operations
Avira GmbH: Leading European Software Company

“As a company that operates on a global level, the research results that yStats.com provides represent significant added benefit for us. The comprehensive analyses are executed quickly and flexibly. Furthermore, they are a reliable resource for helping us to make strategic decisions.”

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Internet, Consulting, Retail, Finance and Other Companies

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## Africa B2C E-Commerce Market 2015

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<td>Global Online Gaming Market 2014</td>
<td>February 2014</td>
<td>€ 2,950</td>
</tr>
</tbody>
</table>

*Single User License

### Future Reports

<table>
<thead>
<tr>
<th>Report</th>
<th>Planned Date</th>
<th>Price (excl. VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle East B2C E-Commerce Market 2015</td>
<td>February 2015</td>
<td>To be announced</td>
</tr>
<tr>
<td>MENA B2C E-Commerce Market 2015</td>
<td>February 2015</td>
<td>To be announced</td>
</tr>
</tbody>
</table>

*Prices are exclusive of VAT.
### Africa B2C E-Commerce Market 2015

#### Report Order Form

**PLACE YOUR ORDER AS FOLLOWS**
- Call us at +49 40 39 90 68 50
- Fax us at +49 40 39 90 68 51 using the form below
- Scan and Email us at order@ystats.com using the form below

**CHOOSE YOUR LICENSE TYPE AND REPORTS**

<table>
<thead>
<tr>
<th>Single User License</th>
<th>Site License</th>
<th>Global Site License</th>
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</thead>
</table>

<table>
<thead>
<tr>
<th>Report Title</th>
<th>Publication Date</th>
<th>Price (€)</th>
</tr>
</thead>
<tbody>
<tr>
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**AN INVOICE WILL BE SENT TO YOUR COMPANY. PLEASE COMPLETE YOUR CONTACT DETAILS.**

<table>
<thead>
<tr>
<th>Title: Mr/Mrs/Ms</th>
<th>First Name</th>
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<th>Last Name</th>
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<table>
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<tr>
<th>Job Title</th>
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<table>
<thead>
<tr>
<th>Company</th>
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<table>
<thead>
<tr>
<th>Email Address</th>
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<table>
<thead>
<tr>
<th>Telephone Number</th>
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<table>
<thead>
<tr>
<th>Fax Number</th>
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<table>
<thead>
<tr>
<th>Address</th>
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<table>
<thead>
<tr>
<th>City</th>
<th>State/Province</th>
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<table>
<thead>
<tr>
<th>Country</th>
<th>Post Code/ZIP</th>
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</table>

Your Order is subject to our Terms & Conditions as attached hereto. All Forms must have a signature to confirm your order.

**Signature**

Where did you find us?
- Google/Search Engine
- Google Adwords/Online Advertising
- Article in Trade Journal
- Press Release
- Social Media
- Recommendation
- Others:  

<table>
<thead>
<tr>
<th>EU Companies must supply VAT No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Order No (if required)</td>
</tr>
<tr>
<td>Order Date</td>
</tr>
</tbody>
</table>

Note: Reports are provided in electronic PDF form. yStats.com will contact you in the future to provide our free newsletter or other mailings. If you do not wish to receive our newsletter or other mailings, you may advise us of this. Your contact information will not be sold to other organizations.

1. Site Licenses, allowing all users within a given geographical location of an organization to access the report, are available for double the price.
2. Global Site Licenses, allowing all worldwide users of an organization to access the report, are available for triple the price.
Africa B2C E-Commerce Market 2015

TERMS AND CONDITIONS

1. SCOPE

1.1 The following terms and conditions apply to our entire contract (the “Contract”) between yStats.com GmbH & Co. KG (hereinafter also referred to as “we” or “us”) with our customers regarding (i) research services, (ii) the purchase of reports, and (iii) any other contracts between us and our customers as defined by the “Order Form” and any conditions (any reports and other services and products which we may make available to the customer under a Contract hereinafter the “Products”).

1.2 Any changes and conditions of contracts are hereby expressly rejected. Agreements contrary to these terms and conditions require our written confirmation. In case of deviations between these terms and conditions and the contents of the Order Forms, the contents of the Order Form shall prevail.

2. OFFERS, ORDERS

2.1 With respect to research services, we usually submit an offer to the customer in the form of a “Research Order Form” accompanied by a proposal stating the nature of the issue to be researched, the services to be rendered, the time required for the study and the fee due.

2.2 With respect to the purchase of reports, we usually submit an offer to the customer in the form of a “Report Order Form” accompanied with product brochures stating the contents of the report and the fee due. Any order is accepted only as a separate contract, one for the purchase of our Products, namely (i) our Product “Market Reports” and (ii) our Product “Full Access Global E-Commerce Reports”.

2.3 If a customer orders our Product “Market Reports”, the customer gets access to the ordered report as identified in the Report Order Form and the customer may use that report in accordance with Section 4.3 below and the other provisions of the Contract.

2.4 If a customer orders our Product “Full Access Global E-Commerce Reports”, the customer gets access to any standard reports (for the avoidance of doubt excluding reports published in connection with any research services) focussed on the “Internet & E-Commerce” industry as generally published by yStats.com during the twelve (12) months prior to the execution of the Contract and during the subscription term as identified in the “Report Order Form” as of the date of the execution of the Contract (i.e., one, two or three years), and the customer may use these reports as a “Full Access Site License” in accordance with Section 4.3 below and the other provisions of the Contract.

2.5 Unless expressly agreed otherwise in writing, the contents of our offers may not be made available in whole or in part to any third party outside the organization of the customer without our prior written consent.

2.6 Our offers are not binding and subject to change without notice until accepted by the customer. Our offers will become legally binding upon acceptance by the customer. A valid acceptance requires the execution of our “Research Order Form” or our “Report Order Form” respectively (each such document hereinafter the “Order Form”) by a duly authorized representative of the customer and the submission of the Order Form to us via facsimile or email with off-screen signature in form or via email with off-screen signature in form.

2.7 We will send our invoice to the customer upon execution of the Contract, unless agreed otherwise in the Order Form. In the event that the customer orders our Product “Full Access Global E-Commerce Reports”, we will send our invoice for the first contract year upon execution of the Contract and the invoice(s) for any subsequent contract year(s), if any, upon commencement of any subsequent contract year.

3. TERMS OF PAYMENT

3.1 The contractually negotiated prices are due to be paid exclusively from the Order Form and/or the documents referenced therein.

3.2 All prices are net and without transportation costs, if applicable. Value Added Tax, if applicable, is added to all prices.

3.3 We may demand an additional fee for services that go beyond the scope as agreed under the Order Form in case such additional Products are requested by the customer.

3.4 We will send our invoice to the customer upon execution of the Contract, unless agreed otherwise in the Order Form. In the event that the customer orders our Product “Full Access Global E-Commerce Reports”, we will send our invoice for the first contract year upon execution of the Contract and the invoice(s) for any subsequent contract year(s), if any, upon commencement of any subsequent contract year.

3.5 All payments shall be due and payable within thirty (30) days following the date of our invoice without any deductions. The customer will be in default on the expiry date without any further warning notices being required.

3.6 All customers’ rights of retention or set-off are hereby excluded to the extent that they are not based on the same contractual relationship. Retentions or set-offs are allowed only if the customer’s counterclaim is undisputed or has been asserted legally in an authentic or notarized proceeding.

3.7 In the event of a customer’s default in payment or any other apparent creditworthiness, all remaining claims against that customer shall become immediately due and payable in full. We shall then be entitled to rescind payment terms previously agreed upon and to demand payment in advance or other appropriate security with respect to pending deliveries. A customer shall be deemed uncreditworthy of credit in particular when he files a petition in bankruptcy or composition proceedings.

4. INTELLECTUAL PROPERTY RIGHTS AND INDEMNITIES

4.1 All copyrights and other intellectual property rights in connection with our Products remain with us. All data carriers remain our properties. The customer may not modify, publish, transmit, transfer or sell, report, distribute, perform, display, or in any way exploit any of the Products made available by us, in whole or in part, except as expressly permitted under the Contract.

4.2 Upon delivery of the Products to the customer and payment of the agreed fee, the customer obtains a non-exclusive, non-transferable, perpetual, worldwide right to use the Products provided to the customer for its internal purposes or any additional purposes set out in the Order Form. A right to further rights in any case changes to the customer.

4.3 In the event that the parties agree on a “Single User License” under the Order Form, this means that only one individually named user of an organization shall be entitled to access the report. In the event that the parties agree on an “Enterprise License” under the Order Form, this means that all users within a given geographical location (as specified in the Order Form) of an organization shall be entitled to access the report. In the event that the parties agree on a “Global Site License”, this means that all worldwide users of an organization shall be entitled to access the report. In both cases, the term “organization” refers to the company of the specific customer only and excludes any third parties including affiliates.

4.4 We must expressly be named as the author of any data the customer processes further as contractually regulated.

5. TECHNICAL INFORMATION

5.1 We shall provide our Products in standardized data formats.

5.2 The customer must ensure that he has the corresponding technical resources to make use of these. The customer may not derive any claims in this connection on grounds of breach of obligation.

6. DEFECTS AS TO QUALITY

6.1 No claims for defects as to quality are triggered by insignificant discrepancies between our products and services and the warranted quality or fitness for use.

6.2 Likewise, no claims for defects as to quality may be derived from entrepreneurial risks – e.g., with regard to questions of entrepreneurial discretion, an erroneous assessment of the market situation or the failure to recognize a business action’s merits.

6.3 Defect-based claims are further excluded in cases of excessive or improper use or in connection with damages caused by extraordinary conditions not reflected in the Order Form. This is also true in cases of unreasonable joint use in cooperation between our customers or third parties unless such changes do not affect the analysis and removal of a given defect.

6.4 Claims for defects as to quality expire within one year from the commencement of the legal statute of limitation. This limitation does not apply to the extent that applicable law stipulates a longer period in cases of intentional or grossly negligent breaches of duty on the part of us, fraudulent concealment of a defect and injuries to life, body and health.

6.5 Claims for damages and the reimbursement of expenditures are further subject to Section 8.

7. LEGAL DEFECTS

7.1 We are liable for products and services infringing on third-party rights only if and to the extent that our products and services are used in accordance with the agreed contractual requirements.

7.2 Unless agreed otherwise, our liability for the infringement on third-party rights is limited to the indemnity of the European Union and the European Economic Area as well as the place of its services’ proper use as agreed under the applicable Order Form.

7.3 In the event that a third party asserts claims against the customer, alleging that a service performed or produced for us infringes its rights, the customer shall promptly notify us. If a service rendered by us violates third-party rights, we shall choose one of the below actions, duly taking into consideration the customer’s interests:

a) procuring the customer the right to use the service;

b) revising the service to render it free of legal violations;

c) withdrawing the service and refunding to the customer any related compensation paid, as adjusted by an adequate user fee, if we cannot effect another remedy at a reasonable expense.

7.4 Upon our request, the Customer shall assist us with the defense against claims according to this section 7, with us reimbursing the Customer for any expenditures and costs incurred as a result, although each of the Parties bears the costs of its own personnel.

7.5 Claims the Customer may hold for legal defects expire in accordance with Section 6.4.

7.6 Claims for damages and the reimbursement of expenditures are further subject to Section 8.

8. LIABILITY

8.1 In cases of intentional misconduct and gross negligence, we are fully liable pursuant to applicable law.

8.2 In cases of simple negligence is limited as follows: we are liable only if and to the extent that we have violated a material contractual obligation (cardinal obligation) – i.e., an obligation that (i) the Customer reasonably relied upon at execution of the applicable Order Form and (ii) was of critical significance to the outcome of the performance. As regards property damage and financial loss, such liability is limited to typical and foreseeable damages; in no event will we be liable for any incidental, special, punitive or consequential damages, loss of profits or loss of data in such cases.

8.3 Our liability for damages under warranty (Beschaffungsleistungsanspruch) is limited to instances in which the warranty expressly includes such liability.

8.4 Claims for the reimbursement of expenditures and other liability claims asserted by the Customer against us are subject to Sections 8.1 through 8.3.

9. CONFIDENTIALITY

9.1 The Parties shall hold in strict confidence for an indefinite period of time all data and information materials of which they gain knowledge as part of a Contract, be it orally, in writing or otherwise, directly or indirectly, provided that such data or information materials are designated confidential or must be considered confidential based on their nature, and shall use them exclusively as part of the services covered by the relevant Order. This duty of confidentiality excludes data and information materials that:

a) were already known or accessible to any third party at the time of disclosure;

b) one of the parties heretofore received from a third party following disclosure, and such third party is not bound by a duty of confidentiality in relations with the other Party;

c) must be disclosed by order of and to a government agency or another competent third party; or

d) must be disclosed to legal or tax advisors of the contractual customer in question for consulting purposes.

In the cases of Sections 9.1 and 9.2, the parties shall (i) promptly inform each other about a general government illegally acquired confidential information, and (ii) limit the disclosure of confidential information to the minimum required.

9.5 We may use the Customer as a reference so long as no contractual details are divulged.

10. BURSIDIATION, GOVERNMENT LAW, MISCELLANEOUS

10.1 Place of payment is Hamburg, Germany.

10.2 All disputes arising from or in connection with any Contract between the parties shall be resolved through the courts of Hamburg. Governing law is German law.