GLOBAL CROSS-BORDER B2C E-COMMERCE 2015
GENERAL INFORMATION

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QUESTIONS ANSWERED IN THIS REPORT
How is cross-border B2C E-Commerce developing around the world?
Which countries are most targeted by cross-border online shoppers?
How high is cross-border online shopper penetration in various countries?
What product categories are most purchased in cross-border B2C E-Commerce?
Which cross-border strategies are employed by the major online retailers?

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GLOBAL CROSS-BORDER B2C E-COMMERCE GROWING AT DOUBLE-DIGIT RATES

Cross-border B2C E-Commerce is expanding worldwide. It is projected to see accelerating growth rates until 2017 and then decline slightly, while still maintaining double-digit growth figures. Global online shoppers are motivated to buy directly from foreign online merchants due to better product availability and prices, while among the major hindrances to cross-border purchases are customs charges, higher shipping costs and longer delivery times. Clothing and footwear succeeded as the product category most purchased by cross-border online shoppers across all global regions last year.

Asia-Pacific is predicted to become the largest region in global cross-border online retail, reaching a share of approximately 40% of all cross-border sales in the next years. China is an important country for both cross-border online imports and exports. Close to a third of active online shoppers in China have made purchases across borders, and China-based E-Commerce marketplace AliExpress of Alibaba Group is a popular destination for online shoppers in countries such as Brazil, Russia and others. Alibaba's competitor JD.com also strives to participate in the cross-border boom, having opened a global marketplace for overseas merchants to sell to China and having launched a website targeting Russian online shoppers.

Cross-border online shoppers in Canada and Latin America last year primarily targeted US online retailers. The most popular way of engaging in cross-border trade for the companies from the USA was through marketplaces such as Amazon. Amazon reported that, in 2014, cross-border sales volume of sellers on its marketplace nearly doubled. Online merchants from the UK are popular targets for cross-border online shoppers worldwide as well, with cross-border shipping accounting for nearly a quarter of online orders dispatched from the UK at the end of 2014. Generally, cross-border online shopping was more intense between the EU member states than between the EU countries and non-EU countries, but EU authorities are undertaking efforts to further spur cross-border online shopping, seeing the benefits both for consumers and the businesses.
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Cross-border online shopper penetration in the EU increased from 28% in 2011 to 36% in 2014.

**Europe:** Cross-Border Online Shopper Penetration in the EU, in % of Total Online Shoppers, 2011 - 2014

![Graph showing the increase in cross-border online shopper penetration in the EU from 28% in 2011 to 36% in 2014.](image)

**Definition:** Individuals who ordered goods or services over the internet from sellers from other countries (EU or non-EU)

**Source:** Eurostat, May 2015

49% of online spending by online shoppers in Canada was made cross-border in July 2014, with USA (34%) leading in terms of share.

**Canada:** Breakdown of Online Spending, by Country of Origin of the Seller, in %, July 2014

![Pie chart showing the breakdown of online spending in Canada by country of origin of the seller. The chart indicates that 51% of online spending was with Canadian sellers, 34% with USA sellers, 10% with Asia-Pacific sellers, 9% with Europe sellers, and 2% with Other sellers.](image)

**Source:** J.C. Williams Group cited by eMarketer, January 2015
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- Cross referencing of data is conducted in order to ensure validity and reliability.
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METHODOLOGY OF OUR GLOBAL CROSS-BORDER B2C E-COMMERCE 2015 REPORT

- This report covers the global cross-border B2C E-Commerce market, focusing both on cross-border imports and exports.
- All major countries are covered, though data availability varied across the markets.
- Countries are grouped by regions, with regions presented in the descending order of B2C E-Commerce sales. Within each region, the countries are also ranked by B2C E-Commerce sales. Regional information is presented first, where available. Besides country and regional data, information about global development is also included.
- Depending on data availability, the following types of market information are included: cross-border online shopper penetration, cross-border B2C E-Commerce sales (export and/or import), countries most purchased from, countries most sold to, most visited international E-Commerce websites, most purchased product categories, reasons for and barriers to buying cross-border. Not all the mentioned types of information are available for each of the countries covered. For the leading country or countries in each region, also a text chart with a qualitative overview of cross-border B2C E-Commerce is presented.
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I. How do I order a report?
Our reports can be purchased most easily through our Online Shop, but are also available for purchase online.
To purchase a report from our Online Shop:

Choose the relevant report and appropriate license, click „Add to Cart”, then complete the necessary check out steps. Payment options include major credit cards (MasterCard, Visa, or China UnionPay) or PayPal. Once your online payment has been completed, you will be able to click on „Download”, which will take you to your “my yStats” account, from where your report will be available as a PDF and PPT for download.
To purchase a report via fax or email with PDF attachment:
To order a report offline, please complete and sign the “Fax Order” form, which can be located on the right-hand side of the webpage next to the report overview or in the product brochure. Send the completed and signed order form through fax or email (as a PDF attachment) as indicated on the form. An Invoice will be sent to you afterwards asking for payment via bank transfer, credit card, or PayPal. After the payment is processed successfully, you will be given the access details to the report.

II. Will I get an invoice?
For online shop purchases, an invoice will be sent to you automatically via email to the email address entered in the billing details immediately after completion of payment. For offline orders, an invoice is sent per email after the complete order form is received.

III. How long does delivery take?
All of our reports are delivered online. All reports ordered online via our Online Shop are available for download immediately following successful processing of payment. For all orders made offline, upon successful processing of payment, access details will be sent via email.

IV. Do I have to pay tax if I purchase a report?
Customers from Germany have to pay an additional tax rate of 19%. Customers from the European Union (EU) do not have to pay tax if they enter a valid VAT Identification Number. Customers from non-EU countries do not have to pay tax. Moreover, tax has to be paid for all private purchases from the EU.

V. What is yStats.com's VAT number?
yStats.com's VAT number is DE 251661218

POLICIES

I. What is yStats.com's return/refund/cancellation policy?
Since our reports are information-based digital products and therefore consumed upon purchase/download, we will not refund, allow cancellation or accept any returns of orders. Please read through all information about a product before purchasing. If you should have any questions about a product, please do not hesitate to contact us via our contact details as listed on our homepage.
REPORT ORDER FORM

PLACE YOUR ORDER OFFLINE
Scan and email this form to order@ystats.com
Fax us at + 49 40 39 90 68 51 using this form

PLACE YOUR ORDER ONLINE
All our reports are also available for purchase online in our Online Shop.

CHOOSE YOUR REPORT(S) AND LICENSE* TYPE(S)
Please confirm the license type and reports:

<table>
<thead>
<tr>
<th>Report Title</th>
<th>Publication Date</th>
<th>Price (€)</th>
<th>SINGLE USER LICENSE</th>
<th>SITE LICENSE</th>
<th>GLOBAL SITE LICENSE</th>
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TOTAL

PAYMENT METHODS
Choose Your Preferred Payment Method:

Credit Card ☐
VISA ☐ MasterCard ☐ China UnionPay ☐

Bank Transfer (offline orders only) ☐
Bank Transfer information will be provided to you in the invoice you receive following submission of an Order Form offline.

PayPal ☐
An invoice will be sent via e-mail to the e-mail address as listed in the contact details below. Payment via PayPal will be made available upon receipt of the invoice.

COMPLETED YOUR CONTACT DETAILS
An Invoice will be sent to your company

<table>
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<th>TITLE</th>
<th>FIRST NAME, LAST NAME</th>
<th>JOB TITLE</th>
<th>COMPANY</th>
<th>E-MAIL</th>
<th>PHONE</th>
<th>STREET</th>
<th>CITY</th>
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<th>STATE/PROVINCE</th>
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HOW DID YOU FIND US?

☐ Search Engine (Google, Bing etc.)
☐ Print/Online Publication
☐ Press Release
☐ Facebook/Twitter
☐ LinkedIn/XING
☐ Personal Recommendation
☐ Others ________________________

SIGNATURE

EU COMPANIES MUST SUPPLY VAT NO.

PURCHASE ORDER NO. (IF REQUIRED)

ORDER DATE

All orders are subject to the Terms & Conditions contained on our website. All reports are provided in PDF and PowerPoint formats. yStats.com may contact you in the future about receiving our free newsletter or other mailing. If you do not wish to be contacted, please advise us accordingly. Your contact information will not be sold or shared with other organizations.

* Please be advised that when purchasing a report, you have the option to choose between a Single User License (allowing one single user access to the report), a Site License (allowing up to 10 users in a particular geographic location access to the report), or a Global Site License (allowing 10 users of company worldwide to access the report). Please choose the license that suits your needs best. Failure to comply with our Terms and Conditions with respect to appropriate license usage may result in legal action.

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Behringstr. 28a  22765 Hamburg  Germany  yStats.com GmbH & Co. KG © 2015
6. TECHNICAL INFORMATION

6.1 We shall provide our products in the following standardized data formats: PowerPoint and PDF. For custom research requests, Excel files may also be provided, upon request.

6.2 You must ensure that you have the corresponding technical resources to make use of these data. You may not derive any claims in this connection on grounds of breach of obligation.

6.3 Upon successful processing of payment, purchases made via the online shop will be immediately available for download. For all offline purchases, upon successful processing of payment, you will receive the requested product(s) and service(s) in the aforementioned standardized data formats, and all additional data pertaining thereto within two (2) business days.

7. DEFECTS AS TO QUALITY

7.1 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.

7.2 Likewise, no claims for defects as to quality may be derived from entrepreneurial risks – if, with regard to the questions of entrepreneurial discretion, an erroneous assessment of the market situation or the failure to recognize a business action's merit.

7.3 Defects 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 subsequent changes made by the customers or third parties unless such changes do not affect the analysis and result of a given defect.

7.4 Claims for defects as to expiry 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 intentional, life-threatening, and health-threatening damage.

7.5 Claims for damages and the reimbursement of expenditures are further subject to Section 9.

8. LEGAL DEFECTS

8.1 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.

8.2 Unless agreed otherwise, our liability for the infringement on third party rights is limited to the territory determined by the place of performance. Hence, only claims based on our order offer are considered.

8.3 Upon request, the Customer shall assist us with the defense against third party claims according to this section 8, with each of the Parties bearing the costs of the use of its own personnel and counsel.

8.4 Claims the Customer may hold for legal defects expire in accordance with Section 7.4.

8.5 Claims for damages and the reimbursement of expenditures are further subject to Section 9.

9. LIABILITY

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

9.2 In cases of slight negligence, the liability of the customer is limited to the amount of the Order Form or the amount caused by the Customer to damage to He, bodily or health care in cases of simple negligence and – subject to the limitations set forth hereinafter - due to damage caused by a breach of a material contractual obligation. Material contractual obligations are limited to those obligations that are substantially dependent upon the realization of the applicable Order Form and/or of which significant failure of performance would be a substantial reason for the conclusion of the Contract. This includes all essential obligations.

9.3 In case of a negligent breach of a material contractual obligation our liability for damages – except for damages resulting from the tort of ‘Falsches Gutachten’ (material misstatement of fact) – is limited to the amount of the Order Form or the amount caused by the Customer to damage to He, bodily or health care in cases of simple negligence and – subject to the limitations set forth hereinafter - due to damage caused by a breach of a material contractual obligation. Material contractual obligations are limited to those obligations that are substantially dependent upon the realization of the applicable Order Form and/or of which significant failure of performance would be a substantial reason for the conclusion of the Contract. This includes all essential obligations.

9.4 The aforementioned limitations also do apply to our liability for ‘fault by our bodies, employees and vicarious agents as well as our bodies, employees and vicarious agents’ personal liability.

9.5 Our liability for damages under warranties (Beschaffenheitsgarantien) is limited to instances in which the warranty expressly includes such liability.

9.6 Claims for the reimbursement of expenditures and other liability claims asserted by the Customer against us are subject to sections 9.1 through 9.5.

10. CONFIDENTIALITY

10.1 The Parties shall hold in strict confidence for a period of 10 years of the formation of this Contract regarding 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 the nature of the contract and the nature of the use and shall be excluded as such from 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) which is lawfully disclosed to you by a third party that is not subject to a confidentiality obligation regarding that data or information;

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

10.2 We may use your company name and logo as a reference so long as no contractual details are divulged.

11. JURISDICTION, GOVERNING LAW, MISCELLANEOUS

11.1 In Contracts with merchants, legal persons under public law, or special assets (Bundesvermögen) under public law, the place of payment is Hamburg.

11.2 In Contracts with merchants, legal persons under public law, or special assets (Bundesvermögen) under public law, the place of performance is Hamburg.

11.3 In the event of disputes arising under or in connection with this Contract, the Parties shall, in the absence of agreement, within 28 days of the initial instance of the dispute, submit the dispute to the competent authorities of Hamburg. If agreement cannot be reached, the dispute shall be exclusively resolved through the courts of Hamburg. Governing law is German law under exclusion of the CISG.