ABOUT YSTATS.COM

- Founded in 2005 and headquartered in Hamburg, Germany, yStats.com is one of the world's leading secondary market research companies.
- We are committed to providing the most up-to-date and objective data on Global B2C E-Commerce and Online Payment markets to sector-leading companies worldwide.
- Our multilingual staff researches, gathers, filters and translates information from thousands of reputable sources to synthesize accurate and timely reports in our areas of expertise, covering more than 100 countries and all global regions.
- Our market reports focus predominantly on online retail and payments, but also cover a broad range of related topics including M-Commerce, Cross-Border E-Commerce, E-Commerce Delivery, Online Gaming and many others.
- Given our numerous citations in leading media sources and journals worldwide, including Forbes and the Wall Street Journal, we are considered one of the most highly-reputed international secondary market research companies with an expertise in the areas of B2C E-Commerce and Online Payment.
AFRICA B2C E-COMMERCE MARKET 2016
GENERAL INFORMATION

PRODUCT DETAILS
Title: Africa B2C E-Commerce Market 2016
Type of Product: Market Report
Category: B2C E-Commerce
Covered Regions: Africa
Covered Countries: South Africa, Nigeria, Egypt, Morocco, Kenya, Tunisia
Language: English
Formats: PDF & PowerPoint
Number of Charts: 108

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QUESTIONS ANSWERED IN THIS REPORT
How fast are B2C E-Commerce sales growing across Africa?
Which African countries stand out in terms of B2C E-Commerce market size?
What are the main online retail trends in this region?
How do the preferences of online shoppers differ across the African markets?
Who are the prominent E-Commerce market players in the major African countries?

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Over the past five years, Africa has shown the most robust growth of Internet users, compared to other global regions. According to the yStats.com report, Internet usage across this emerging region is growing rapidly off the low base, as in many countries Internet penetration remains in low double-digit figures. Mobile technology is the main driver of Internet connectivity in African countries, with over 90% of subscriptions in countries such as South Africa, Kenya and Tunisia.

As the Internet becomes more accessible, a growing number of Internet users become acquainted with the advantages of shopping online. Multiple surveys cited in the yStats.com report indicate that convenience is the most important driver for online shoppers in Nigeria and Kenya. Still, in the majority of African countries, the share of Internet users making purchases of goods and services over the Internet remains low, at a one-digit percentage figure.

The main obstacles to a wider adoption of online shopping include lack of an advanced delivery and payment infrastructure. Cash on delivery is the most popular payment method for online shoppers in Nigeria, Egypt, Morocco and other countries of the continent. Some local E-Commerce leaders, identified in the yStats.com report, that have to cope with this challenge include online mass merchant and marketplace operators Takealot, Jumia, Konga, and others. As the online shopping landscape continues to evolve across Africa, more local and international players are expected to join the competition.
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AFRICA B2C E-COMMERCE MARKET 2016
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“Travel or Transport Tickets” (42%) and “Electronic Hardware” (41%) were the leading online product categories in Morocco in Feb. 2016.

Morocco: Product Categories Purchased Online, in % of Online Shoppers, February 2016

With 46.7 million, “Mobile data subscriptions” accounted for 97% of all Internet subscriptions in South Africa in September 2015.

South Africa: Breakdown of Internet Subscriptions by Type, in % and in millions, September 2015
GENERAL METHODOLOGY OF OUR MARKET REPORTS

Secondary Market Research
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- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

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- If available, additional information about the data collection, for example the time of survey and number of people surveyed, 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.
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METHODOLOGY OF OUR AFRICA B2C E-COMMERCE MARKET 2016 REPORT

Report Coverage
- This report covers the B2C E-Commerce market in Africa.

Report Structure
- The regional chapter opens the report, including global and regional comparisons that concern criteria related to B2C E-Commerce, such as Internet and online shopper penetration.
- The rest of the report is divided by countries. The countries are presented in the order of descending B2C E-Commerce sales. Where no comparable B2C E-Commerce sales data was available, the related criteria, such as online shopper penetration, Internet penetration and population size were considered.
- Each country chapter starts with an overview of the development of B2C E-Commerce in the respective country.
- Following that, where available, information about trends, sales & shares, users & shoppers, products, payment, delivery and players is presented. Not all of these sections are included for each of the covered countries, due to varying data availability.
- The “Trends” section includes an information related to important market trends, such as cross-border B2C E-Commerce and mobile.
- The section “Sales & Shares” covers the development of E-Commerce sales or E-Commerce payment transactions. Where available, the E-Commerce share of total retail is included.
- In the “Users & Shoppers” section, information about Internet penetration and online shoppers is provided.
- Afterwards, the section “Products” shows the leading product categories purchased by online shoppers.
- The next two sections, “Payment” and “Delivery”, cover information related to delivery and payment methods most used by online shoppers.
- Finally, the “Players” section includes information about the leading E-Commerce players, such as E-Commerce website rankings, featuring foreign and local marketplaces, online and multichannel retailers, daily deals websites and online classifieds platforms.
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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

CHOOSE YOUR PAYMENT METHOD
Choose Your Preferred Payment Method:

- Credit Card
  - VISA
  - American Express
- MasterCard
- China UnionPay

- Bank Transfer
  - 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.

**CARD HOLDER
**CARD NUMBER
**EXP. DATE
**SECURITY CODE**

**If you prefer, this can be communicated over the phone or via secured e-mail communication.

COMPLETE YOUR CONTACT DETAILS
An invoice will be sent to your company

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<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>
<th>POSTAL CODE</th>
<th>COUNTRY</th>
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HOW DID YOU FIND US?

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

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 up to 10 users of a 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.
TERMS AND CONDITIONS

1. SCOPE

1.1 The following terms and conditions apply to our entire contract (the “Contract”) between yStats GmbH & Co. KG (hereinafter also referred to as “we” or “us”) with our customers regarding (a) the purchase of our products which includes all products and other services and products which we may make available to the customer under a Contract hereinafter the “products”.

1.2 The agreement concerning these terms and conditions require our express written confirmation. Deviations from these terms and conditions and the contents of the Order Form will be accepted only if and only expressively agreed upon by both of our customers and in writing, limited to the case of custom research orders, at which point the contract is closed.

2. REPORT AND FULL ACCESS SUBSCRIPTION OFFERS & ORDERS

2.1 With respect to the purchase of our Market Reports, purchases can be made either online or offline.

2.2 Our homepage contains information about pricing, acceptable payment methods and product brochures. To purchase a Market Report directly from our online shop, simply click “Add to Cart”, then proceed to checkout.

2.3 Checkouts, where registration and payment details can be entered, are secured with data encryption as payment is successful, you will receive an invoice via email and the Report will be available online for download.

2.4 To purchase our Market Report, you will need to fill out the Report Order Form to us by fax or email with PDF attachment. Upon receipt of a completed Report Order Form, we will send an invoice detailing the complete price of all “Full Access Subscriptions” and payment method options. Upon our agreement of payment, the invoice will be dispatched by mail. The Report and all subscriptions of the Order Form will be made available for download to all customers, with the exception of the customer you may use the reports pursuant to your chosen subscription level in accordance with Section 5 (below) and the other general terms of our subscription offer.

3. CUSTOM RESEARCH OFFERS & ORDERS

3.1 Unless expressly agreed upon otherwise in writing, the contents of our offers may not be made available in whole or in part to any third-party outside your organization.

3.2 With respect to research services, upon inquiry, we submit an offer to you in the form of a “Research Order Form” as a PDF, accompanied by a proposal stating the nature of the research to be performed, the report to be delivered, the time required for the study, structure of payments (if any) and the total fee due. You accept this offer by completing the Research Order Form, having a duly authorized representative sign the Research Order Form and forwarding it to us by fax or email with PDF attachment.

4. TERMS OF PAYMENT

4.1 All prices quoted are exclusive of all value added tax (if any) and the total fee due. You accept the offer by completing the Research Order Form, having a duly authorized representative sign the Research Order Form and forwarding it to us by fax or email with PDF attachment.

5. DATA & INTELLECTUAL PROPERTY RIGHTS AND INDEMNITIES

5.1 All copyright, reproduction and distribution rights in respect of the products and all contents of our website remain with us. All data carriers remain our property. The customer/user may not modify, publish, transmit, transcribe, store in a retrieval system, or redistribute the products, reproduce or exploit all the products made available by us, in whole or in part, except as expressly permitted under the Contract.

6. INTELLECTUAL PROPERTY RIGHTS AND INDEMNITIES

6.1 All copyright, reproduction and distribution rights in respect of the products and all contents of our website remain with us. All data carriers remain our property. The customer/user may not modify, publish, transmit, transcribe, store in a retrieval system, or redistribute the products, reproduce or exploit all the products made available by us, in whole or in part, except as expressly permitted under the Contract.

7. UNDER NO CIRCUMSTANCES IS THE CONTRACT SUBJECT TO CHANGE

8. LIMITATION OF LIABILITY

8.1 If, despite all reasonable care and prudence on our part, any data given to you is inaccurate, we will correct this at the earliest possible opportunity and we shall not be liable to you for any such inaccuracy.

9. CONFIDENTIALITY

9.1 Each entity and individual shall hold in strict confidence for a period of 10 years of the formation of this Contract regarding all data and information materials 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 and must be considered confidential based on their nature, and shall use them exclusively as part of the services rendered by the relevant Order. This confidentiality of excludes data and information materials:

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

b) which is rightfully disclosed to you by a third party in any event of any obligation regarding the use and disclosure of this data or information materials;

c) which is rightfully disclosed to you by an organization or a government agency or another competent third party;

d) which is disclosed to us by the customer in the Order Form of an organization or another competent third party.

10. TERMINATION

10.1 Either of the parties may terminate the Contract at any time on 30 days prior notice, subject to the discretion of yStats GmbH & Co. KG, the most current of which are readily available to our customers.

11. CONTRACT. Governing LAW, MISCELLANEOUS

11.1 In Contracts with merchants, legal persons under public law, or special assets (Sondervermögen) under public law, the payment terms and payment conditions are subject to the following:

a) In Contracts with merchants, legal persons under public law, or special assets (Sondervermögen) under public law, the payment terms and payment conditions are subject to the following:

b) In Contracts with merchants, legal persons under public law, or special assets (Sondervermögen) under public law, the payment terms and payment conditions are subject to the following:

12. CONTRACT. Governing LAW, MISCELLANEOUS

12.1 In Contracts with merchants, legal persons under public law, or special assets (Sondervermögen) under public law, the payment terms and payment conditions are subject to the following:

b) In Contracts with merchants, legal persons under public law, or special assets (Sondervermögen) under public law, the payment terms and payment conditions are subject to the following:

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