PRODUCT DETAILS

Title: Vietnam B2C E-Commerce Market 2017
Type of Product: Report
Category: B2C E-Commerce
Covered Regions: N/A
Covered Countries: Vietnam

Language: English
Formats: PDF & PowerPoint
Number of Charts: 71

PRICES*

Single User License: € 750 (exc. VAT)
Site License: € 1,125 (exc. VAT)
Global Site License: € 1,500 (exc. VAT)

We occasionally offer a discount on selected reports as newer reports are published. Please see the most up-to-date pricing on our website www.ystats.com.

QUESTIONS ANSWERED IN THIS REPORT

How large was the B2C E-Commerce market in Vietnam in 2016?
Which growth rate do various sources predict for online retail sales in Vietnam through 2025?
What are the main growth drivers and challenges?
What are the recent E-Commerce trends in Vietnam?
Who are the top market players?

SECONDARY MARKET RESEARCH

Our reports are exclusively based on secondary market research. Our researchers derive information and data from a variety of reliable published sources and compile the data into understandable and easy-to-use formats.

ADVANTAGES

Maximum Objectivity
Reliable Sources
Up-To-Date Analysis
Boardroom-Ready PowerPoint Presentations
Guidance For Strategic Company Decisions

NOTES

All orders are subject to the Terms & Conditions contained on our website.

* 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 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.
ONLINE SHOPPING IN VIETNAM IS INCREASINGLY SOCIAL AND MOBILE

E-Commerce currently accounts for only about 1% of the overall retail market in Vietnam. This figure is projected to enlarge by multiple times by 2020 and continue on the growth path for at least five years after, according to different forecasts cited in yStats.com's report. Increasing Internet and smartphone penetration and the growing affinity of consumers to online purchases are listed among the top factors contributing to Internet retail's expansion in Vietnam. On the other hand, poor logistics infrastructure and the dominance of cash payments represent some of the most significant challenges. Vietnam's E-Commerce market champions such as FPT Corporation, Mobile World, Lazada, and Tiki embraced the necessity of heavy investments into their own delivery and payment capabilities in order to meet the growing demand.

A defining characteristic of the Vietnamese online shopping market is that Facebook is ranked along these top online retailers as a platform facilitating purchases over the Internet. According to recent surveys cited by yStats.com in this report, a double-digit share of online shoppers places orders via this social network. More over one in five digital buyers admitted using Facebook more than any other website for the purpose of shopping online.

Another important trend in Vietnam's E-Commerce is the rise of mobile retail. 3G connections reached a medium double-digit figure in millions in 2016, according to statistics revealed by yStats.com in this report. The number of smartphone users is projected to add several millions by 2020. More than 50% of online shoppers already resort to their smartphones for making purchases over the Internet, though computers and laptops still have a clear lead over mobile devices.
1 MANAGEMENT SUMMARY

2 OVERVIEW & INTERNATIONAL COMPARISONS

• Overview of B2C E-Commerce Market and International Comparisons, April 2017
• Total Retail Sales and Retail E-Commerce Sales in Southeast Asia, by Country, incl. Vietnam, in USD billion, 2016
• B2C E-Commerce Share of Total Retail Sales in Southeast Asia, by Country, incl. Vietnam, in %, 2015 & 2025f
• Online Hotel and Airline Sales in Southeast Asia, by Country, incl. Vietnam, in USD billion and in % of Total Hotel and Airline Sales, 2015 & 2025f, and CAGR, in %, 2015-2025f
• Online Ride Sales in Southeast Asia, by Country, incl. Vietnam, in USD billion, 2015 & 2025f, and CAGR, in %, 2015-2025f
• Internet User Penetration, by Country, incl. Vietnam, in % of Individuals, 2015
• Average Fixed Internet Connection Speeds in Southeast Asia, by Country, incl. Vietnam, in MB per Second, Q2 2016
• Internet Users in Southeast Asia, by Country, incl. Vietnam, in millions, 2015 & 2020f
• Number of Internet Users Who Researched Products or Services Online, by Country, incl. Vietnam, in millions, 2015

3 TRENDS

• Overview of B2C E-Commerce Trends, April 2017
• Mobile 3G Connections, in millions, 2013 –2016
• Smartphone Users, in millions, and Penetration, in % of Population, 2015 – 2020f
• Devices Used for Online Shopping, in % of Online Shoppers, August 2016
• Share of Smartphone Users Who Bought a Product or Service Within an App, in %, and Share of Online Shopping Done Through Mobile Apps, in %, June 2016
• Online Shopping Channels, incl. “Social Network”, in % of Online Shoppers, 2015
• Share of Online Shoppers who Have Used Facebook for Online Shopping, in %, July 2016

4 SALES & SHARES

• B2C E-Commerce Sales, in USD million, and Share of Retail Sales, in %, 2011 & 2016e
• Retail E-Commerce Sales, in USD billion, 2016e & 2017f
• E-Commerce Share of Total Retail Sales, in %, 2016e & 2020f
• B2C E-Commerce Sales, in USD billion, 2015 & 2025f
• B2C E-Commerce Share of Total Retail Sales, in %, 2015 & 2025f

5 INTERNET USERS & ONLINE SHOPPERS

• Internet Penetration, in % of Individuals, 2010 – 2015
• Number of Internet Users, in millions, 2011 & 2015
• Online Shopper Penetration, in % of Daily Internet Users, 2014 & 2015
INTERNET USERS & ONLINE SHOPPERS (CONT.)
- Barriers to Online Shopping, in % of Internet Users Who Do Not Shop Online, 2015
- Breakdown of Frequency for Online Shopping, in % of Online Shoppers, August 2016
- Breakdown of Online Spending per Purchase, in USD, in % of Online Shoppers, August 2016

PRODUCTS
- Product Categories Purchased Online, in % of Online Shoppers, 2015
- Product Categories Purchased Online, in % of Online Shoppers, August 2016
- Product Categories Purchased Online, in % of Online Shoppers, by Gender, Age Group and Total, July 2016
- Product Categories Purchased Online, in % of Online Shoppers, and Share of Online Shoppers Who Buy These Categories Online More Frequently Than In-Store, in %, November 2016
- Online Travel Sales, in USD billion, 2015 & 2025f

PAYMENT
- Payment Methods Used in E-Commerce, in % of Online Shoppers, 2014 & 2015
- Breakdown of Payment Methods Used in E-Commerce, in % Online Shoppers, August 2016
- Payment Methods Offered, in % of E-Commerce Companies, 2015
- Top 5 Online Payment Service Providers, in % of E-Commerce Companies Accepting Online Payment, 2015

DELIVERY
- Breakdown of Forms of Delivery Services Used by E-Commerce Companies, in % of E-Commerce Companies, 2015
- Causes of Dissatisfaction when Shopping Online, in % of Online Shoppers, August 2016
- Delivery-Related Factors That Would Encourage Online Shoppers to Buy Online, in %, November 2016

PLAYERS
- Overview of B2C E-Commerce Players, April 2017
- Breakdown of B2C E-Commerce Sales by Top 6 Players and Others, in %, 2015
- Breakdown of Websites Most Frequently Used for Shopping Online, in % of Online Shoppers, July 2016
- Awareness and Usage of Top 15 E-Commerce Websites, in % of Online Shoppers, August 2016
- Top 10 Local B2C E-Commerce Websites, by Website Visits, in millions, incl. Vietnam’s Share of Website Visits, in %, and Estimated Number of Visits from Vietnam, in millions, February 2017
- Top 5 Local C2C E-Commerce Websites, by Website Visits, in millions, incl. Vietnam’s Share of Website Visits, in %, and Estimated Number of Visits from Vietnam, in millions, February 2017
VIETNAM B2C E-COMMERCE MARKET 2017
REPORT-SPECIFIC SAMPLE CHARTS

In Aug. 2016, “Clothes & Accessories” (45%) was followed by “Home Appliances” (35%) in a ranking of products bought online in Vietnam.

Vietnam: Product Categories Purchased Online, in % of Online Shoppers, August 2016

82% of smartphone users in Vietnam made at least one purchase within a mobile app, as of June 2016.

Vietnam: Share of Smartphone Users Who Bought a Product or Service Within an App, in %, and Share of Online Shopping Done Through Mobile Apps, in %, June 2016
GENERAL METHODOLOGY OF OUR MARKET REPORTS

Secondary Market Research
- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources. Our reports are solely based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for all obtained data. As a result, companies gain a precise and unbiased impression of the market situation.
- 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.

Definitions
- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types
- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/findings of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure
- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values
- 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.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values 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 past 12 months is used.

METHODOLOGY OF OUR VIETNAM B2C E-COMMERCE MARKET 2017

Report Coverage
- This report covers the retail E-Commerce market in Vietnam. It includes relevant information about international comparisons, market trends, E-Commerce sales and shares, Internet users and shoppers, products, payment methods, delivery and players.

Report Structure
- The report starts with an overview of the E-Commerce market and international comparisons, where the relevant country is compared to other countries in the region in terms of criteria relevant to retail E-Commerce, such as sales, Internet and online shopper penetration.
- Next, the “Trends” section includes an overview of market trends, such as M-Commerce and social commerce.
- The section “Sales & Shares” covers the development of retail E-Commerce sales and E-Commerce’s share of total retail sales.
- In the “Users & Shoppers” section, information about Internet penetration and online shoppers is included.
- Afterwards, the section “Products” shows the leading product categories purchased online.
- The next section, “Delivery”, covers information related to delivery in online shopping.
- Furthermore, the “Payment” section covers the payment methods most used by online shoppers.
- Finally, the “Players” section includes information about the leading E-Commerce companies, including rankings of top online shopping platforms by website visits, awareness and usage by online shoppers.
# VIETNAM B2C E-COMMERCE MARKET 2017

## RELATED REPORTS

### PUBLISHED RELATED REPORTS

<table>
<thead>
<tr>
<th>REPORT</th>
<th>PUBLICATION DATE</th>
<th>PRICE *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malaysia B2C E-Commerce Market 2017</td>
<td>April 2017</td>
<td>€ 750</td>
</tr>
<tr>
<td>Singapore B2C E-Commerce Market 2017</td>
<td>April 2017</td>
<td>€ 750</td>
</tr>
<tr>
<td>Thailand B2C E-Commerce Market 2017</td>
<td>April 2017</td>
<td>€ 750</td>
</tr>
<tr>
<td>Indonesia B2C E-Commerce Market 2017</td>
<td>April 2017</td>
<td>€ 750</td>
</tr>
<tr>
<td>Asia-Pacific Online Payment Methods: Full Year 2016</td>
<td>March 2017</td>
<td>€ 1,950</td>
</tr>
<tr>
<td>Asia-Pacific Cross-Border B2C E-Commerce 2017</td>
<td>February 2017</td>
<td>€ 1,950</td>
</tr>
<tr>
<td>Asia-Pacific Online Travel Market 2016</td>
<td>November 2016</td>
<td>€ 750</td>
</tr>
<tr>
<td>China B2C E-Commerce Sales Forecasts: 2016 to 2020</td>
<td>November 2016</td>
<td>€ 450</td>
</tr>
<tr>
<td>Japan B2C E-Commerce Sales Forecasts: 2016 to 2020</td>
<td>December 2016</td>
<td>€ 450</td>
</tr>
<tr>
<td>Top 5 Country B2C E-Commerce Sales Forecasts: 2016 to 2020</td>
<td>November 2016</td>
<td>€ 1,950</td>
</tr>
<tr>
<td>Trends in Worldwide Internet Retail 2016</td>
<td>July 2016</td>
<td>€ 1,450</td>
</tr>
<tr>
<td>Online Retail in Emerging Markets 2016</td>
<td>June 2016</td>
<td>€ 2,950</td>
</tr>
<tr>
<td>Global Cross-Border B2C E-Commerce 2017</td>
<td>February 2017</td>
<td>€ 2,950</td>
</tr>
<tr>
<td>Global Online Payment Methods: Full Year 2016</td>
<td>March 2017</td>
<td>€ 2,950</td>
</tr>
<tr>
<td>Global Alternative Online Payment Methods: Full Year 2016</td>
<td>March 2017</td>
<td>€ 1,950</td>
</tr>
<tr>
<td>Middle East B2C E-Commerce Market 2016</td>
<td>May 2016</td>
<td>€ 1,950</td>
</tr>
<tr>
<td>Africa B2C E-Commerce Market 2016</td>
<td>May 2016</td>
<td>€ 1,950</td>
</tr>
<tr>
<td>Latin America B2C E-Commerce Market 2016</td>
<td>March 2016</td>
<td>€ 1,450</td>
</tr>
<tr>
<td>Europe B2C E-Commerce Market 2016</td>
<td>February 2016</td>
<td>€ 2,450</td>
</tr>
</tbody>
</table>

### UPCOMING RELATED REPORTS

<table>
<thead>
<tr>
<th>REPORT</th>
<th>PUBLICATION DATE</th>
<th>PRICE *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philippines B2C E-Commerce Market 2017</td>
<td>April 2017</td>
<td>€ 750</td>
</tr>
<tr>
<td>Southeast Asia B2C E-Commerce Market 2017</td>
<td>May 2017</td>
<td>€ 1,950</td>
</tr>
</tbody>
</table>

*We occasionally offer a discount on selected reports as newer reports are published. Please see the most up-to-date pricing on our website www.yStats.com. All prices exclude VAT. All above-mentioned prices reflect the value of a Single User License. Prices for Site Licenses are 1.5x the Single User License price. Prices for Global Site licenses are 2x the Single User License price. For more information regarding our licenses, please see our Frequently Asked Questions section of this Product Brochure or refer to our Order Form.*
ABOUT YSTATS.COM
CLIENTS

QUOTES FROM OUR CLIENTS

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.”

STEVE ROTTER
VICE PRESIDENT OF MARKETING
BRIGHTCOVE, INC.: LEADING ONLINE VIDEO COMPANY

“yStats.com quickly and flexibly compiles the information we require. Regardless of whether we need local or transnational data, we always get the best results from yStats.com!”

IRIS STÖCKL
INVESTOR AND PUBLIC RELATIONS
WIRECARD AG: LEADING E-BANKING COMPANY

“The flexibility that yStats.com offers ensures that we always receive analyses, data and reports that match our needs. Fast, objective and to the point!”

DR. MARCUS ACKERMANN
MEMBER OF THE EXECUTIVE BOARD
BONFRIX: LEADING ONLINE SHOPPING COMPANY

“When we need the latest trends and statistics on the retail, homeshopping and e-commerce market, we turn to yStats.com. yStats.com turns the data into concise information that is objective and reliable. yStats.com delivers a cost-efficient and time saving research service for our company.”

SELECTED CLIENTS

INTERNET

- Google
- Amazon
- eBay
- Skype
- Newegg
- Avira
- Digital River
- First Data
- Deutsche Telekom
- 1&1
- Brightcove

FINANCE

- Goldman Sachs
- Credit Suisse
- Bank of America Merrill Lynch
- Citigroup
- Oppenheimer & Co.
- Morgan Stanley

CONSULTING

- Boston Consulting Group
- Deloitte
- Bain & Company
- Accenture

RETAIL

- OTTO Group
- Amway
- Costco
- Tchibo Direct
- Diesel

OTHER

- Nintendo
- Bwin
- Lego
- Redbull
- BASF
- Beiersdorf
FREQUENTLY ASKED QUESTIONS

ABOUT US

- Why use yStats.com?
yStats.com can be your provider of the most current B2C E-Commerce data. Whether you seek country-specific, topic-specific, regional or global information, we ensure through secondary market research maximum objectivity for all data obtained. With our boardroom-ready PowerPoint presentations you save time and money.

- What are the benefits of secondary market research?
Secondary research is not only a cost-effective alternative to conducting primary research studies, but it is also a time-efficient solution. Our researchers derive information and data from a variety of reliable published sources and compile the data into understandable and easy-to-use formats.

- Does yStats.com provide consulting services?
No, we do not provide consulting services in any form.

OUR PRODUCTS

- What types of Products does yStats.com offer?
yStats.com offers individual market reports and full access subscriptions (varying in license types and duration) to current and future published reports. The currently available reports can be found in the Market Reports section of our website. The list of soon-to-be-published reports can be found in the Upcoming Reports Section on our homepage. For a more extensive list of upcoming reports, please contact us directly. For more information about our Full Access subscription, please see the Full Access page on our website. Apart from market reports and subscription, yStats.com also offers custom research services.

- What is your research methodology?
Our reports are exclusively based on secondary market research. Our researchers derive information and data from a variety of previously published, reliable sources and compile the data into understandable and easy-to-use formats.

- From which sources is information for reports derived?
Our reports are solely based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for all data obtained.

- Is information in the reports comparable across countries?
Due to the fact that information included in the market reports is derived from different sources which might rely on different definitions, some information might not be comparable across countries.

- What are the report format options?
Our reports are published in PDF and PowerPoint formats. PowerPoints are ready-to-use for boardroom presentations, but also easily editable to suit your business needs.

- Does yStats.com offer reports in other languages?
All of our reports are published in English at this time.

- How can I find the most relevant report?
On our website, you can use various search features or search by keyword. You can also contact us directly describing your research needs and we will help you find the appropriate report that satisfies them.

- How do I know which license to choose when purchasing individual reports?
When purchasing a report, you must select the appropriate license. A Single User License: allows one user to access the downloaded report. A Site License: allows up to ten (10) users of a company within a specified geographic area (i.e. country) to access the downloaded report. A Global Site License: allows up to ten (10) users of a company worldwide to access the downloaded report. Please choose the appropriate license with care, as all purchases are subject to our Terms & Conditions.

- Can I purchase only selected parts of a report?
Unfortunately, our market reports are only sold as a whole.

- Is there an overlap between country, regional and global reports on the same topic?
Some reports can have overlapping content, such as regional reports containing content from parts of individual country reports. Please consult the Table of Contents or contact us if any questions should arise.

- I would like to see a sample of a report. Where can I find it?
Free sample charts from each report can be viewed in the product brochure. Also a standard free sample is available for download from each report page. To get an idea what our reports look like you can download a standard Free Full Report from our online shop.

For a full version of Frequently Asked Questions, please visit: https://www.ysts.com/faq-by-section/
FREQUENTLY ASKED QUESTIONS

OUR PRODUCTS (CONT.)

- When will an update of a particular report be published?
In general, our market reports are published on an annual basis. Online Payment reports are updated on a semiannual basis. Please consult the "Upcoming Reports" section on our homepage or "Related Reports" section of our product brochure. We have a publication schedule that we adhere to, so if you’d like to know about a specific report, please contact us.

- Do you offer subscriptions to reports?
Yes, we do have a number of subscription options called “Full Access”. Some leading international enterprises subscribe to our reports to get the most comprehensive insight into B2C E-Commerce and online payment markets worldwide contained in our market reports collection and ensure cost efficiency. There are several Full Access subscription options varying in number of possible seats allocated and duration of subscription. For more information on our various Full Access Subscription offers, see our Full Access Subscription page on our website and contact us.

OUR SERVICES

- I need more information about a particular topic. Do you offer further products or services?
Apart from market reports, we also offer Custom Research. With our Custom Research solutions, you receive research tailored to your needs, answering your specific questions. The Custom Research types include In-Depth Industry Research, Competitive Intelligence and Company Profiles, Corporate Customer Identification in international markets, Investor Snapshots and Country Fact Sheets.

- I still need help finding the right report - do you offer additional personal search?
yStats.com offers services in which our researchers who prepare the reports can point you to the appropriate report to suit your needs. If you want to take advantage of this free service, please contact us.

ORDERING & DELIVERY

- How do I order a report?
Our reports can be purchased most easily through our Online Shop, but are also available for purchase offline. 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, American Express, Maestro, 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.

- 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.

- 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.

- 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.

- What is yStats.com’s VAT number?
yStats.com’s VAT number is DE 251661218

POLICIES

- 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.

For a full version of Frequently Asked Questions, please visit: https://www.ystats.com/faq-by-section/
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>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>TITLE</th>
<th>FIRST NAME, LAST NAME</th>
<th>JOB TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPANY</td>
<td>E-MAIL</td>
<td>PHONE</td>
</tr>
<tr>
<td>FAX</td>
<td>STREET</td>
<td>CITY</td>
</tr>
<tr>
<td>STATE/PROVINCE</td>
<td>POSTAL CODE</td>
<td>COUNTRY</td>
</tr>
</tbody>
</table>

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. yStats GmbH & Co. KG provides its services exclusively to contracting partners and users of its website according to Sec. 14 German Civil Code (BGB, § 14) subject to the following Terms and Conditions. By visiting our website, you acknowledge that the information, the prices and the data and statistics provided by yStats GmbH & Co. KG and the other data and rankings offered on the site are the result of a complex assessment carried out by yStats GmbH & Co. KG and its subsidiaries. These Terms and Conditions are subject to change at any time without prior notice, based on the decisions of yStats GmbH & Co. KG. The most current version of which are readily available on the yStats GmbH & Co. KG website.

We herewith contract any terms and conditions of purchase by our customers which will not be part of the terms and conditions of purchase of the contract.

1. SCOPE

1.1. The following terms and conditions apply to our entire contract (the “Contract”) between yStats GmbH & Co. KG and our customer. Unless otherwise specified, our general terms and conditions apply to the entire contract (the “Contract”), including any reference to the terms and conditions of our reports both on- and offline, custom research services, full access subscription agreements and any other contracts between yStats GmbH & Co. KG and our customer. Terms and Conditions are subject to change at any time without prior notice, based on the decisions of yStats GmbH & Co. KG. The most current version of which are readily available on the yStats GmbH & Co. KG website.

1.2. Our agreements concerning these terms and conditions require our express written confirmation. Deviations from these terms and conditions and the conditions of the Order Form will be accepted if and only if expressly agreed upon by both our customer and us, unless otherwise limited by the custom research order, at which point the custom research order shall prevail.

2. REPORT AND FULL ACCESS SUBSCRIPTION OFFERS

2.1. With respect to the purchase of our Market Reports, purchase 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, where you can enter payment details that can be accepted as payment for the services; you will receive an invoice via email and the Report will be available online for download.

2.3. To purchase a Market Report offline (via the online shop) simply print the Report Order Form from the appropriate online brochure by clicking on the Tax Order button on your webpage. Simply fill out the Report Order Form, have a duly authorized representative sign the Report Order Form and then submit the Report Order Form to yStats GmbH & Co. KG. You will receive an invoice detailing the price of the service, the service to be rendered, the method for obtaining payment (if any) and the total invoice. If you accept this offer, you will be bound by the terms of this Agreement, having a duly authorized representative sign the Report Order Form and then submitting the Research Order Form to us via fax/email with PDF-attachment.

2.4. Terms and Conditions

4.1. All prices for offline orders are to be deemed exclusively from the Order Form and/or the documents rele-

3. CUSTOMER ORDER 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. We reserve the right to terminate services without notice upon notice to the customer of any breach of obligation. In the event of any dispute or breach of obligation, the customer is responsible for the damages caused. The customer is fully liable and agrees to indemnify yStats GmbH & Co. KG for all costs and reasonable attorney’s fees for any claims resulting from the breach of any obligations under the contract.

5. INTELLECTUAL PROPERTY RIGHTS AND INDEMNITIES

5.1. Any intellectual property rights in connection with our products and all components of our website remain with us. All data carriers remain our property. The customer/user may not modify, publish, transmit, transfer or sell, reproduce, create derivative works from, distribute, perform, display, or in any way republish any part of any of the contents of the products or any part of our website, in whole or in part, without prior written consent from yStats GmbH & Co. KG.

6. TERMINATION

6.1. Upon delivery of the products to you and payment of the agreed fee, you obten a non-exclusive, non-transferable, perpetual right to use the products provided for your internal purposes or any additional purposes as contractually agreed upon. Our reports, in part or in entirety, may not under any circumstances be used for further distribution. If the customer/user does not agree to the terms and conditions of the contract, the customer/user is responsible for the damages caused. The customer/user is fully liable and agrees to indemnify yStats GmbH & Co. KG for all costs and reasonable attorney’s fees for any claims resulting from the breach of any obligations under the contract.

7. CONFIDENTIALITY

7.1. The Parties shall be in strict confidence for a period of 10 years from the formation of this Contract, regarding all data and information materials of which they gain knowledge as part of a Contract, to be orally, in writing or otherwise, directly or indirectly, provided that such data or information materials are designated confidentially or in confidence. The customer/user shall treat such information as part of the services covered by the relevant Contract. This right of confidentiality exists only for data and information materials:

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

b) is publicly disclosed by the customer/user to a third party in its routine course of business;

c) is subsequently independently developed by the customer/user without reference to the information provided by the customer/user;

d) is required to be disclosed by yStats GmbH & Co. KG in order to comply with any legal obligation.

8. LIMITATION OF LIABILITY

8.1. In the event that the customer/user becomes aware of a material contractual obligation failure on our part, the customer/user shall be entitled to terminate the contract after a written request and without liability if the customer/user is entitled to the above services after the breach of obligation.

9.3. In the event of insolvency or gross negligence, we are fully liable pursuant to applicable law.

9.4. Parties to this Agreement are subject to Section 49 of the German Commercial Code. The limitations of liability of Section 49 of the German Commercial Code apply accordingly.

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

9.6. The customer/user waives its claim to the payment of damages and all other liability claims asserted by the customer/user against us is subject to sections 119 through 139 of the German Civil Code (BGB).