RUSSIA B2C E-COMMERCE MARKET 2017
GENERAL INFORMATION

PRODUCT DETAILS
Title: Russia B2C E-Commerce Market 2017
Type of Product: Report
Category: B2C E-Commerce
Covered Regions: N/A
Covered Countries: Russia
Language: English
Formats: PDF & PowerPoint
Number of Charts: 73

PRICES*
Single User License: € 950 (exc. VAT)
Site License: € 1,425 (exc. VAT)
Global Site License: € 1,900 (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
What was the B2C E-Commerce sales growth in Russia in 2016 and what are the projections for 2017?
Which important recent regulatory changes could influence the development of Russia’s E-Commerce in 2017?
How are the mobile and cross-border online shopping trends evolving?
What product categories, payment and delivery methods are preferred by Russia’s online shoppers?
What were the top 20 online shops in Russia by 2016 sales?

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.
RUSSIA AMONG THE FASTEST GROWING B2C E-COMMERCE MARKETS IN EUROPE

Russia ranks both among the largest and the fastest growing B2C E-Commerce markets in Europe by 2016 results. According to market data cited in this report by yStats.com, online retail sales in Russia resumed a strong double-digit growth rate last year, recovering from weaker sales development in 2015. Among the factors that led to this growth were the improved Internet and online shopper penetration rates, a higher frequency of online buying, but also increased prices both in online and offline retail. The outlook for 2017 remains positive: the key trends of mobile and cross-border purchases, the openness especially of younger consumers to buying from online stores, along with the emergence of new online buyers in non-central regions and rural areas, are projected to drive further market growth.

The largest proportion of Russia’s online shoppers are young, with under 35 year-olds accounting for more than one-half of digital buyers in 2016, according to statistics included in yStats.com’s report. Furthermore, online shopper penetration is the highest in top cities, such as Moscow and St. Petersburg and the related areas, while remote regions and rural population lag behind. Overall, less than one-quarter of the country’s population made purchases online in 2016 and only a small one-digit share of retail sales stemmed from E-Commerce. These figures indicate that there is still much room for growth in Russia’s online retail.

Among the strongest market trends are the rise of mobile and cross-border online shopping. More than 50% of Russia’s Internet users went online via mobile phones in 2016, and many of them used their devices to research and also purchase products, with clothes, shoes, and goods for children as the leading category. As for cross-border, an increasingly important role is played by Chinese E-Commerce platforms, such as AliExpress, which Russian online shoppers turn to for a wide product range and low prices. Despite this strong competition, some domestic E-Commerce leaders such as online clothing retailers Wildberries and Lamoda, and electronics sellers Eldorado and Mvideo achieved an online sales growth rate above the market’s average.
1 MANAGEMENT SUMMARY

2 OVERVIEW & INTERNATIONAL COMPARISONS
   • B2C E-Commerce Market Overview and International Comparisons, July 2017
   • B2C E-Commerce Sales in Russia, Compared to Selected Countries in Europe, in EUR billion, 2016
   • Internet Penetration in Russia, in % of Individuals, Compared to Selected Countries in Europe, 2016
   • Online Shopper Penetration in Russia, in % of Individuals, Compared to Selected Countries in Europe, 2016
   • Breakdown of Online Shoppers in Russia, by Domestic Shoppers Only, Domestic and Cross-Border Shoppers, and Cross-Border Shoppers Only, in %, Compared to Selected Countries in Europe, October 2016
   • Mobile Shopper Penetration in Russia, in % of Online Shoppers, Compared to Selected Countries in Europe, February 2017

3 TRENDS
   • B2C E-Commerce Regulatory Trends, July 2017
   • Usage of Mobile Devices to Access the Internet, in % of Internet Users by Gender, Area and Total, 2016
   • M-Commerce Share of B2C E-Commerce Sales, in %, 2016
   • Product Categories Purchased via Smartphone, in % of Online Shoppers Who Use Smartphones for Product Search, November 2016
   • Breakdown of Latest Mobile Purchase by Purchase Made Through App and Browser, in % of Mobile Shoppers, in %, 2016
   • Top 10 E-Commerce Platforms Purchased From via Mobile Devices, in % of Mobile Shoppers, 2016
   • B2C E-Commerce Sales, in RUB billion, and Breakdown by Domestic and Cross-Border Imports, in %, 2011 – 2016
   • Breakdown of Cross-Border Online Spending and Number of Shipments by Country, in %, 2016
   • Breakdown of Cross-Border Online Purchases by Value in EUR, in %, 2016
   • Share of Online Shoppers in Russia Who Purchased from Russian Online Stores from Own City and another City, from Chinese Online Stores and from English Language Online Stores, in %, 2013 - 2016
   • Product Categories Purchased Online, by Purchased from Russian Online Stores, Chinese Online Stores, and English Language Online Stores, in % of Online Shoppers in Russia, September 2016
   • Breakdown of Cross-Border B2C E-Commerce Exports by Product Category, in USD million and in %, 2016
   • Main Barriers to Cross-Border B2C E-Commerce Exports, in % of Merchants in Russia Selling Goods or Services Online to Other Countries, in %, September 2016

4 SALES & SHARES
   • Breakdown of B2C E-Commerce Sales by Regions, by Domestic and Cross-Border, in %, 2016
   • B2C E-Commerce Share of Total Retail Sales, in %, 2016

5 INTERNET USERS & ONLINE SHOPPERS
   • Number of Active Internet Users, in millions, and Penetration, in % of Population, 2013 - 2016
   • Number of Online Shoppers, in millions, and Penetration, in % of Population, 2013 – 2016
   • Breakdown of Online Shoppers by Age Group, in %, 2016
   • Number of Online Shoppers, in thousands, and Online Shopper Penetration, in % of Population in the Respective Group, 2016
5  INTERNET USERS & ONLINE SHOPPERS

- Online Shopper Penetration by Age Group, by Gender and Location Type, in % of Internet Users in the Respective Group, 2016
- Internet User Penetration, in % of Population, and Online Shopper Penetration, in % of Population and in % of Internet Users, by Federal Districts, 2016
- Reasons for Not Buying Online, in % of Individuals Who Do Not Shop Online, 2016
- Socio-Demographic Groups with the Highest and Lowest Online Shopper Penetration Rates, in % of Adult Population and in % of Adult Internet Users, September 2016
- Breakdown of Experience with Online Shopping, in % of Adult Population, September 2016
- Breakdown of Perception of Online Spending Change in 2016 vs. 2015, in % of Online Shoppers, and Reasons for the Increase, in % of Online Shoppers Who Said Their Online Spending Increased, 2016
- Breakdown of Frequency of Online Shopping, in % of Online Shoppers, August 2016

6  PRODUCTS

- Product Categories Purchased Online, in % of Online Shoppers, 2015 & 2016
- Online Travel Sales, in RUB billion, and Year-on-Year Change, in %, 2010-2016
- Breakdown of Online Travel Sales by Segments, in %, 2016
- Breakdown of Intention to Purchase Groceries Online, in % of Online Shoppers, August 2016

7  PAYMENT

- Payment Methods Used in Online Shopping, in % of Online Shoppers, 2014 - 2016
- Payment Methods Used in Online Shopping, in % of Online Shoppers, by Gender and Location Type, 2016
- Top 7 Payment Aggregators, Top 8 Payment Gateways and Top 5 Acquiring Banks and Top 6 E-Wallets Used by Digital Agencies When Integrating Payment Instruments for Digital Solutions, April 2016
- Top 9 Acquirers by Number of Online Shops Served from the Top 100 Online Shops by 2015 Revenue, May 2016

8  DELIVERY

- Preferred Delivery Methods in E-Commerce, in % of Online Shoppers, 2014 - 2016
- Delivery Methods Used When Buying from Russian Online Stores, in % of Online Shoppers, by Location Type, October 2016
- Overview of Selected Delivery Companies, incl. Coverage and Number of Service Points, 2016

9  PLAYERS

- B2C E-Commerce Player Overview, July 2017
- Top 20 Online Shops, Ranked by Sales, incl. E-Commerce Sales, in RUB million, Number of Orders, in thousands, Average Check, in RUB, Y-o-Y Change, and Main Product Category, 2016
- Top 30 Online Shops by Number of Unique Visitors, in thousands, January 2017
- Top 10 Online Shops Selling Electronics, in % of Online Shoppers Who Purchased Electronics Online, November 2016
RUSSIA B2C E-COMMERCE MARKET 2017
REPORT-SPECIFIC SAMPLE CHARTS

More than half of online shoppers in Russia (55%) in 2016 were under 35 years old.

Russia: Breakdown of Online Shoppers by Age Group, in %, 2016

- 25-34: 13%
- 35-44: 13%
- 45-54: 10%
- 55-64: 10%
- 65+: 9%

Note: Data includes individuals aged 15-17 who used the Internet for purchasing goods and/or services in the previous 12 months. Source: Federal State Statistics Service, 2017

AllExpress was the leader of M-Commerce in Russia, purchased from by 71% of mobile shoppers in 2016.

Russia: Top 10 E-Commerce Platforms Purchased From via Mobile Devices, in % of Mobile Shoppers, 2016

- AllExpress: 71%
- Amazon: 25%
- Ckmar.ru: 10%
- eBay: 10%
- M.Video: 10%
- Booking.com: 10%
- Lily.com: 10%
- Wildberries.ru: 10%
- Bings: 10%

Note: Total may not add up to 100% due to multiple answers possible. Source: Based on a survey conducted in October-December 2016.
RUSSIA B2C E-COMMERCE MARKET 2017

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 may 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/finding 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 RUSSIA B2C E-COMMERCE MARKET 2017

Report Coverage
- This report covers the B2C E-Commerce market in Russia. A broad definition of retail E-Commerce used by some original sources cited in this report might include both B2C and C2C E-Commerce.
  - The report contains relevant information about international comparisons, market trends, B2C 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 B2C E-Commerce market and international comparisons, where the relevant country is compared to other countries in the region in terms of criteria relevant to E-Commerce sales.
  - Next, the “Trends” section includes an overview of market trends, such as M-Commerce and cross-border commerce.
  - The section “Sales & Shares” covers the development of retail B2C 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, “Payment”, covers the payment methods most used by online shoppers and highlights the leading payment service providers.
    - Furthermore, the “Delivery” section covers information related to delivery in B2C E-Commerce, such as preferred delivery methods and major delivery market players.
    - Finally, the “Players” section includes information about the leading B2C E-Commerce companies, including a ranking of top online shops by sales.
## PUBLISHED RELATED REPORTS

<table>
<thead>
<tr>
<th>REPORT</th>
<th>PUBLICATION DATE</th>
<th>PRICE *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe M-Commerce 2017</td>
<td>June 2017</td>
<td>€ 750</td>
</tr>
<tr>
<td>Europe Cross-Border B2C E-Commerce 2017</td>
<td>February 2017</td>
<td>€ 1,950</td>
</tr>
<tr>
<td>Europe Online Payment Methods: Full Year 2016</td>
<td>March 2017</td>
<td>€ 1,950</td>
</tr>
<tr>
<td>Europe Online Travel Market 2016</td>
<td>October 2016</td>
<td>€ 750</td>
</tr>
<tr>
<td>Europe Clothing B2C E-Commerce Market 2016</td>
<td>August 2016</td>
<td>€ 950</td>
</tr>
<tr>
<td>Western Europe B2C E-Commerce Market 2017</td>
<td>July 2017</td>
<td>€ 2,950</td>
</tr>
<tr>
<td>Global Mobile Payment Methods: Full Year 2016</td>
<td>March 2017</td>
<td>€ 1,950</td>
</tr>
<tr>
<td>Global Mobile Wallets 2017: Competitors and Market Opportunities</td>
<td>January 2017</td>
<td>€ 1,950</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 Online Travel Market 2016</td>
<td>October 2016</td>
<td>€ 2,450</td>
</tr>
<tr>
<td>Global Clothing B2C E-Commerce Market 2016</td>
<td>August 2016</td>
<td>€ 2,450</td>
</tr>
<tr>
<td>Asia-Pacific B2C E-Commerce Market 2017</td>
<td>June 2017</td>
<td>€ 3,950</td>
</tr>
<tr>
<td>South Korea B2C E-Commerce Market 2017</td>
<td>June 2017</td>
<td>€ 750</td>
</tr>
<tr>
<td>India B2C E-Commerce Market 2017</td>
<td>May 2017</td>
<td>€ 950</td>
</tr>
<tr>
<td>China B2C E-Commerce Market 2017</td>
<td>May 2017</td>
<td>€ 950</td>
</tr>
<tr>
<td>Southeast Asia B2C E-Commerce Market 2017</td>
<td>May 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>
</tbody>
</table>

## UPCOMING RELATED REPORTS

<table>
<thead>
<tr>
<th>REPORT</th>
<th>PUBLICATION DATE</th>
<th>PRICE *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poland B2C E-Commerce Market 2017</td>
<td>July 2017</td>
<td>€ 750</td>
</tr>
<tr>
<td>Europe Online Payment Methods: First Half 2017</td>
<td>July 2017</td>
<td>€ 950</td>
</tr>
</tbody>
</table>

* We occasionally offer a discount on selected reports as new 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
DIRECTOR 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
BONPRIX: 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 a 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.ystats.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
- PayPal

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

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.

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></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>E-MAIL</th>
<th>PHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FAX</th>
<th>STREET</th>
<th>CITY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STATE/PROVINCE</th>
<th>POSTAL CODE</th>
<th>COUNTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></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. Scope

1.1 The following terms and conditions apply to our complete offer (the “Contract”) between yStats GmbH & Co. KG and you. By placing an order through our online shop, you accept these terms and conditions. You are not allowed to use, reproduce, distribute, prepare derivative works or to make copies of any part of the report unless otherwise indicated by the 2021.07.01.224.15

1.2. Information about the report and the entire site is also available on our website at www.yStats.com.

1.3. In accordance with these terms and conditions, your privacy is protected in accordance with the regulations and the terms of this data protection policy. This is only available on our website at www.yStats.com.

2. Report and Full Access Subscription Offer & Orders

2.1. Reports and reports can be purchased either online or offline. The product can be selected by you or our sales team.

2.2. Our reports describe important information about the product and provide detailed insights into the product. Our reports are delivered by yStats GmbH & Co. KG and you. Terms and Conditions are subject to change at any time without notice. Reports are delivered in electronic format (PDF, doc, xls, etc.).

2.3. Your order is subject to the availability of the report and the availability of the report at the time of your order. The product may be subject to change at any time without notice. Reports are delivered in electronic format (PDF, doc, xls, etc.).

2.4. If you order our “Market Report”, we reserve the right to accept or reject your order and may require your payment in full in advance.

2.5. You may purchase one of our Full Access Subscriptions, please contact us, and we will accept an order to fulfill it. The subscription will be delivered electronically by e-mail and will be provided to you. You may receive an invoice via e-mail and the report will be available online for downloading.

2.6. Your order is subject to the availability of the report and the availability of the report at the time of your order. The product may be subject to change at any time without notice. Reports are delivered in electronic format (PDF, doc, xls, etc.).

2.7. The subscription is subject to the availability of the product and the product at the time of your order. The product may be subject to change at any time without notice. Reports are delivered in electronic format (PDF, doc, xls, etc.).

3. Custom Research Offers & Orders

3.1. Unless expressly available in writing, the terms 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 refuse an offer to you in the form of a research subscription to the extent that such an offer is not made available in whole or in part to any third party outside your organization. The subscription will be delivered electronically by e-mail and will be provided to you. You may receive an invoice via e-mail and the report will be available online for downloading.

3.3. The subscription is subject to the availability of the product and the product at the time of your order. The product may be subject to change at any time without notice. Reports are delivered in electronic format (PDF, doc, xls, etc.).

4. Terms and Conditions

4.1. All prices for online orders are to be derived exclusively from the Order Form and the documents referred therein. All prices for orders placed via the online shop are those which are displayed on our website.

4.2. All prices are net and without transportation costs. If applicable, Value Added Tax, if applicable, at the rate of the prevailing VAT rate shall be added to the total price payable.

4.3. Unless otherwise agreed in writing or if the contract is concluded electronically, the sale of all products and services shall be concluded on the basis of these terms and conditions. The terms and conditions for delivery, payment and payment terms set out in this Contract are not binding and may be amended from time to time by written notice to you.

4.4. All payments shall be due and payable immediately upon the date set forth in the invoice without any deductions. Products will not be dispatched and services will not commence until successful payment; in the event of a customer’s default in payment or other apparent credit worthiness, all remaining payments against the contract shall be withheld. This only applies if the customer is responsible for the default. We shall be entitled to suspend payment terms previously agreed upon and to demand immediate payment for all amounts due at the time of the contract.

5. Intellectual Property Rights and Indemnity

5.1. Unless otherwise agreed in writing or if the contract is concluded electronically, the sale of all products and services shall be concluded on the basis of these terms and conditions. The terms and conditions for delivery, payment and payment terms set out in this Contract are not binding and may be amended from time to time by written notice to you.

5.2. Any data, text, images or other information contained herein is subject to the terms of use contained in this document. You are not allowed to use, reproduce, distribute, prepare derivative works or to make copies of any part of the report unless otherwise indicated by the 2021.07.01.224.15

6. Delivery

6.1. Delivery of the products to you and payment of the agreed fee, you obtain a non-exclusive, non-transferable, perpetual right to use the products for your own personal, commercial or educational purposes. Except for external purposes without our expressed written permission. Requests are to be submitted to us and will be considered on a case-by-case basis. We retain the right to reject and request. Requests that are accepted will be made available to us to be used and distributed within the scope of this license.

7. Fulfillment

7.1. We reserve the right to refuse an offer to you in the form of a research subscription to the extent that such an offer is not made available in whole or in part to any third party outside your organization. The subscription will be delivered electronically by e-mail and will be provided to you. You may receive an invoice via e-mail and the report will be available online for downloading.

8. Customer Support

8.1. We are liable for products and services inflicting 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 of third party rights is limited to the territory of the European Union and the European Economic Area as well as the place of its service provider's proper use as agreed under applicable procedural law.

9. Limitation of Liability

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

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

b) where disclosed to you by a third party in good faith for confidentiality obligation relating to this data or information;

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

d) for the purpose of obtaining legal or tax advice.

9.2. In the event that the data and 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:

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

b) where disclosed to you by a third party in good faith for confidentiality obligation relating to this data or information;

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

d) for the purpose of obtaining legal or tax advice.

9.3. In the event that the data and 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:

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

b) where disclosed to you by a third party in good faith for confidentiality obligation relating to this data or information;

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

d) for the purpose of obtaining legal or tax advice.

9.4. In the event that the data and 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:

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

b) where disclosed to you by a third party in good faith for confidentiality obligation relating to this data or information;

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

d) for the purpose of obtaining legal or tax advice.