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SINGAPORE B2C E-COMMERCE MARKET 2019

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PAGE 2 **GENERAL INFORMATION** | PAGE 3 **KEY FINDINGS** | PAGE 4-5 **TABLE OF CONTENTS** | PAGE 6 **REPORT-SPECIFIC SAMPLE CHARTS** | PAGE 7 **METHODOLOGY** | PAGE 8 **RELATED REPORTS** | PAGE 9 **CLIENTS** | PAGE 10-11 **FREQUENTLY ASKED QUESTIONS** PAGE 12 **ORDER FORM** | PAGE 13 **TERMS AND CONDITIONS**

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.

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SINGAPORE B2C E-COMMERCE MARKET 2019

GENERAL INFORMATION

PRODUCT DETAILS

Title:	Singapore B2C E-Commerce Market 2019
Type of Product:	Report
Category:	B2C E-Commerce
Covered Regions:	NA
Covered Countries:	Singapore
Language:	English
Formats:	PDF & PowerPoint
Number of Charts:	52

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QUESTIONS ANSWERED IN THIS REPORT

What were the estimated B2C E-Commerce sales in Singapore in 2018 and what is their projection through 2025?
How much does E-Commerce contribute to the overall sales of retail companies in Singapore?
How many consumers in Singapore, by age group and gender, make purchases online?
What are the most popular product categories in Singapore bought via digital shopping channels?
Who are the leading E-Commerce merchants in Singapore?

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SINGAPORE B2C E-COMMERCE MARKET 2019

KEY FINDINGS

SINGAPORE'S B2C E-COMMERCE MARKET IS PROJECTED TO EXPERIENCE CONTINUED STRONG GROWTH

In 2018, Singapore was ranked as Southeast Asia's fifth largest B2C E-Commerce market. Multiple sources predict B2C E-Commerce sales in Singapore to experience annual double-digit growth through 2025. Even though Singapore has a smaller population size than its neighbors, the country boasts an advanced infrastructure and wealthy consumers who easily adopt online shopping activities. Over 8 in 10 adult Internet users in Singapore made purchases online, according to a 2018 survey referenced in the yStats.com report. In addition, other surveys reveal that they engage in these activities frequently.

Among the top E-Commerce trends of Singaporean online retail market are the high penetration rates of M-Commerce and cross-border online shopping. Driven by a high mobile Internet penetration, close to three-quarters of the Internet traffic in 2018 was streamed from mobile devices. However, computer still dominated the online shopping experience in the country in 2018. In-app purchases and social media shopping are also gaining traction in Singapore. Consumers not only browse products and trends on social media, they also buy certain product categories via this channel. As for cross-border shopping, Singapore had one of the highest cross-border online shopper penetration rates in all of Asia in 2018.

The E-Commerce market in Singapore is served by many merchants, making it difficult for new players to enter the market. Local platform Qoo10, owned by Giosis Pte. Ltd., was the leading and the most visited online shopping platform in the country in 2018. By launching a new marketplace QuuBe, the market leader reduced barriers for smaller outlets to enter the E-Commerce market. The platform is built on blockchain technology, with revenues generated solely from advertising, which enables merchants to list products for free. Another regional leader, Singaporean-based Lazada was the second most visited E-Commerce platform and celebrated the leading position as a mobile shopping app. Other popular online shopping websites in Q1 2019 were Singaporean-based Shopee, StrawberryNet, EZBuy, Zalora and eBay. International giant Amazon held a low double-digit market share of online sales in the country.

SINGAPORE B2C E-COMMERCE MARKET 2019

TABLE OF CONTENTS (1 OF 2)

1 MANAGEMENT SUMMARY

2 OVERVIEW & INTERNATIONAL COMPARISONS

- B2C E-Commerce Market Overview and International Comparisons, June 2019
- B2C E-Commerce Sales, in USD billion, by Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam, 2018e & 2023f, and CAGR, in %, 2018e - 2023f
- B2C E-Commerce Sales by Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam, in USD billion, 2015, 2018e & 2025f, and CAGR, in %, 2018e - 2025f
- Digital Payment Service Penetration in Southeast Asia, in % of Respondents, by Country, Q2 2018
- Top 10 Most Visited E-Commerce Platforms by Country, Q1 2019
- Top 10 Shopping Apps by Most Active Monthly Users, by Country, Q1 2019

3 TRENDS

- Breakdown of Internet Traffic by Device, in %, 2018
- Breakdown of Devices Used for Online Shopping, in % of Online Purchases, 2018
- Shopping-Related Activities Carried Out Online, in % of Internet Users, 2018
- Breakdown of Shopping Channels by Product Category, incl. Online, In-App and Social Media, in % of Consumers, Q2 2018
- Cross-Border Online Shopper Penetration, in % of Adult Online Shoppers, May 2018
- Share of M-Commerce Spending, in % of Adult Cross-Border E-Commerce Spending, May 2018
- Top 3 Countries Purchased From in the Latest Cross-Border Online Purchase, in % of Cross-Border Online Shoppers, 2018
- Top Product Categories Purchased Cross-Border, in % of Cross-Border Online Shoppers, May 2018
- Top Drivers to Cross-Border Online Shopping, in % of Cross-Border Online Shoppers, May 2018

4 SALES & SHARES

- Internet Economy Market Size, in USD billion, by Sector, 2015, 2018e & 2025f
- Retail E-Commerce Sales, in USD billion, 2018e & 2023f
- B2C E-Commerce Share of Total Retail Sales, in %, April 2019

5 INTERNET USERS & ONLINE SHOPPERS

- Internet User Penetration, in % of Individuals, 2010 – 2018e
- Online Shopper Penetration, in % of Internet Users, May 2018
- Online Shoppers Who Made Purchases in the Last Month, in % of Respondents, January 2018
- Breakdown of Online Shoppers, by Age Group and Gender, in %, 2018

SINGAPORE B2C E-COMMERCE MARKET 2019
TABLE OF CONTENTS (2 OF 2)

6 PRODUCTS

- Top 5 Product Categories Purchased Online, in % of Online Shoppers, 2018
- E-Commerce FMCG Penetration, in % of Total FMCG Sales, 2018

7 PAYMENT

- Top 3 Payment Methods For Online Purchase, in % of Online Shoppers, January 2018
- Important Payment-Relates Factors When Shopping Online, in % of Online Shoppers, January 2018
- Mobile Payment Transaction Value, in USD billion, 2016 & 2021f

8 DELIVERY

- Delivery-Related Options Encouraging Online Shopping, in % of Online Shoppers, 2018e
- Top 3 Barriers to Cross-Border Online Shopping, incl. Delivery-Related, in % of Non Cross-Border Online Shoppers, May 2018

9 PLAYERS

- Overview of B2C E-Commerce Players, June 2019
- Top 10 E-Commerce Websites, by Average Monthly Visits, in thousands, Q1 2019
- Top B2C E-Commerce Players by Market Share, in %, 2017

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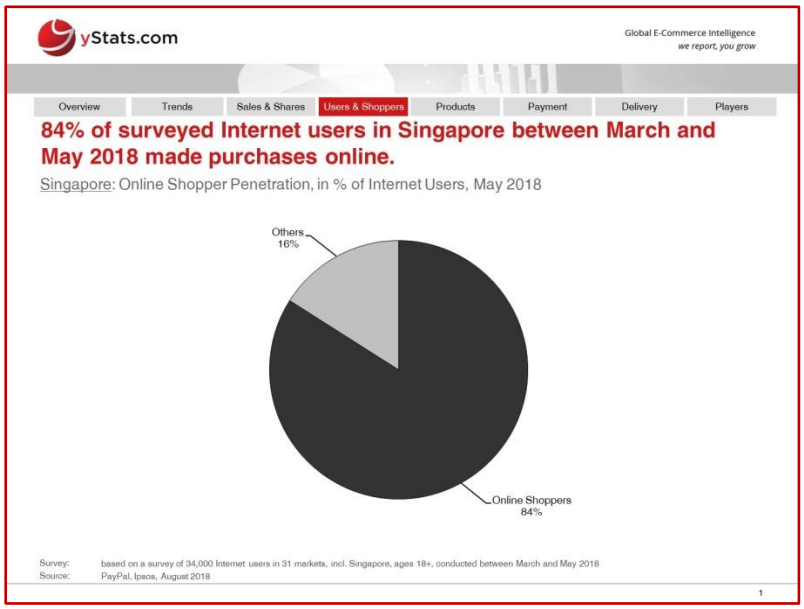
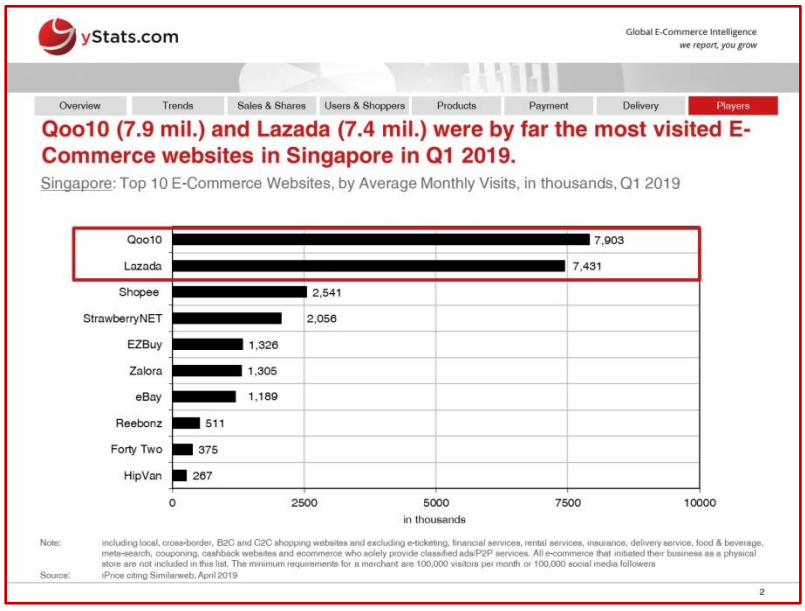
REPORT-SPECIFIC SAMPLE CHARTS





SINGAPORE B2C E-COMMERCE MARKET 2019

METHODOLOGY

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 may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

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- 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.

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- 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 SINGAPORE B2C E-COMMERCE MARKET 2019

Report Coverage

- This report covers the B2C E-Commerce market in Singapore. 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.
- 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 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.
- Furthermore, the "Delivery" section covers information related to delivery in B2C E-Commerce.
- Finally, the "Players" section includes information about the leading E-Commerce companies, including a ranking of top online shopping platforms by website visits.

SINGAPORE B2C E-COMMERCE MARKET 2019

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PUBLISHED RELATED REPORTS

REPORT	PUBLICATION DATE	PRICE *
Thailand B2C E-Commerce Market 2019	July 2019	€ 750
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REPORT	PUBLICATION DATE	PRICE*
Malaysia B2C E-Commerce Market 2019	August 2019	€ 750
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2. REPORT AND FULL-ACCESS SUBSCRIPTION OFFERS & ORDERS

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 registration and payment details can be entered. As soon as payment is processed successfully, you will receive an Invoice via email and the Report will be available online for download.

2.3 To purchase a Market Report offline (not via the online shop) simply print the Report Order Form from the appropriate online brochure or by clicking on the Fax Order button on our 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 us via facsimile or email with PDF-attachment. Upon receipt of a completed Report Order Form, you will obtain an Invoice detailing the product ordered, price, and date of payment. Upon successful processing of payment, access and log-in details will be forwarded to the purcha-ser within two (2) business days.

2.4 If you order our product "Market Reports", you gain access to the ordered report as identified in the Report Order Form and you may use that report in accordance with Section 6.2 below and the other provisions of the Contract.

2.5 To purchase one of our Full Access Subscriptions, please contact us through the appropriate forum on our website, located under the Full Access tab on our homepage. Once we receive an inquiry, we will forward an Order Form to be filled out and signed by a duly authorized representative. Once this Order Form has been completed and signed, please send the Order Form via facsimile or email with PDF-attachment. Upon receipt of the completed Order Form, we will send an Invoice detailing price of the "Full Access Subscription" and payment method options. Upon successful processing of payment, access and log-in details will be forwarded to the purchaser within two (2) business days. The provision of this information constitutes the acceptance should you not have been provided with a separate acceptance in writing.

2.6 If you order one of our "Full Access Subscriptions", you gain access to all reports within the scope of your chosen subscrip-tion (excluding all custom research services) currently available on our website during the subscription timeframe as identified in the "Order Form" as of the date of the execution of the Contract and you get one (1) license for one (1) specified user to access all published content on our Online Database during the subscription timeframe as identified in the "Order Form". You may use the reports and the Online Database pursuant to your chosen license option, in accordance with Section 6 below and the other provisions of the Contract.

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 with a proposal stating the nature of the issue to be researched, the services to be rendered, 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 then submitting the Research Order Form to us via facsimile or email with PDF-attachment.

4. ONLINE DATABASE

4.1 With respect to the access to our Online Database, your order can be made offline.

4.2 To purchase access to our online database offline (not via the online shop) simply print the Database Access Order Form from the appropriate product brochure. Simply fill out the Database Access Order Form, have a duly authorized representative sign the Database Access Order Form and then submit the Database Access Order Form to us via facsimile or email with PDF-attachment. Upon receipt of a completed Database Access Order Form, you will receive an Invoice detailing the product ordered, price, and date of payment. Upon successful processing of payment, log-in details will be forwarded to you within five (5) business days.

4.3 If you order our product "Online Database", you gain access to the ordered online database as identified in the Database Access Order Form and you may use that data-base in accordance with Section 6.7 below and the other provisions of the Contract.

5. TERMS OF PAYMENT

5.1 All prices for offline orders are to be derived exclusively from the Order Form and/or the documents referenced therein. All prices for orders placed via the online shop are those which are displayed on our website.

5.2 All prices are net and without transportation costs, if applicable. Value Added Tax, if applicable, at the statutory rate shall be added to all fees payable hereunder.

5.3 For all services that go beyond the scope as agreed under the Order Form, a rea-sonable additional fee for these services shall be discussed and agreed upon with the customer before commencement of any work and will be itemized on the final Invoice (if applicable) sent to the customer.

5.4 We will send our Invoice to you upon execution of the Contract, unless agreed oth-erwise in the Order Form. In the event that you order our product "Full Access Sub-scription", we will send our Invoice for the first contract year upon execution of the Con-tract. Any Invoice(s) for any subsequent contract year(s), will be sent to you upon commencement of each contract year.

5.5 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 processing of payment, excluding the case of custom re-search orders, in which structured payment terms will be outlined on the Order Form.

5.6 All customer's rights of retention or set-off are hereby excluded to the extent that they are not based on the same contrac-tual relationship. Retentions or set-offs are al-lowed only if the customer's claim is undisputed, has become unappeasable or is ready for decision.

5.7 In the event of a customer's default in payment or other apparent credit unworthi-ness, all remaining claims against that customer shall become immediately due and payable in full. This only applies if the customer is responsible for the default. We shall be entitled to rescind payment terms previously agreed upon and to demand payment in advance or other appropriate security with respect to pending deliveries. A customer shall be deemed unworthy of credit in particular when he files a petiti-on in bankruptcy or composition proceedings.

6. INTELLECTUAL PROPERTY RIGHTS AND INDEMNITIES

6.1 All copyrights and other intellectual property rights in connection with our products and all contents of our website remain with us. All data carriers remain our property. The customer/user may not modify, publish, transmit, transfer or sell, repro-duce, create derivative works from, distribute, perform, display, or in any way exploit any of the products made available by us, in whole or in part, except as expressly permitted under the Contract.

6.2 Upon delivery of the product(s) to you and payment of the agreed fee, you obtain a non-exclusive, non-transferable, per-petual right to use the products provided for your internal purposes or any additional purposes as contractually agreed upon. Our reports and our Online Database, in part or entirety, may not under any circumstances be used 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 deny requests. Requests that are accepted may be subject to an additional fee, negotiable between parties on a case-by-case basis.

6.3 We, as well as any original sources contained within our product, must expressly be named as the author of any data the customer processes further as contractually negotiated. Furthermore, we maintain the right to conduct a formal review of any final product(s) which contain data cited from our market reports or our Online Database. We formally require ten (10) business days prior to external publication or sharing of any product(s) that derive data from our market reports or our Online Database. We maintain the right to review and discuss citation formalities at any point in time.

6.4 For Market Report purchases, in the event that the parties agree on a "Single User License" under the Order Form, this means that only one (1) individually named user of an organization shall be entitled to access the report(s). In the event that the parties agree on a "Site License" under the Order Form, this means that up to ten (10) users within a given geographical location (as specified in the Order Form) of an organization shall be entitled to access the report. In the event that the parties agree on a "Global Site License", this means that up to ten (10) worldwide users of an organization shall be entitled to access the report. In both cases, the term "organization" refers to your specific company only and excludes any third parties, including affiliates.

6.5 For Full Access Subscription purchases, in the event that the parties agree on a "10-Seat Full Access License" under the Order Form, this means that up to ten (10) worldwide users of an organization shall be granted Full Access to the reports. In the event that the parties agree on a "15-Seat Full Access License" under the Order Form, this means that up to fifteen (15) worldwide users of an organization shall be granted Full Access to the reports. In the event that the parties agree on a "20-Seat Full Access License", this means that up to twenty (20) worldwide users of an organization shall be granted Full Access to the reports. In the event that the parties agree on an "Unlimited Seat Full Access License", this means that an unlimited number of worldwide users of an organization shall be granted Full Access to the reports. In all cases, the term "or-ganization" refers to your specific company only and excludes any third parties, includ-ing affiliates.

6.6 For the specific case of a purchase of an "Unlimited Full Access License", the fol-lowing limitations apply:

6.6.1 Our reports may be used for internal purposes, in part or in entirety, limited only as is expressed in this Section 6 of yStats.com GmbH & Co. KG Terms & Condi-tions.

6.6.2 The sharing of our reports, in part or in entirety, via the upload to/use of a company's intranet network is hereby allowed only with the purchase of an "Unlimited Full Access License."

6.6.3 No data from our reports may be reproduced or republished in any identical or near identical form in any of a company's final products or content used for external purposes without our expressed written permission.

6.7 Regarding the online database, you will be granted a sublicense from "Tableau Online" a software of Tableau Software, Inc. If the Online Database is made available via "Tableau Online", you may use the Online Database solely in accordance with Sec-tion 3.7 of the Tableau Software End User License agreement ("EULA"), available on the website www.tableau.com (under section legal). You confirm, that you acknowledge the EULA and agree to indemnify us from all claims of third parties, in particular Tableau Software, Inc., based on your violation of the EULA. Any sublicense granted to you to use "Tableau Online" automatically ends with the end of the term of our Contract with you and we will change the log-in details for the Tableau license purchased in order to grant a sublicense to you.

7. TECHNICAL INFORMATION

7.1 We shall provide our products – with the exception of the online database – in the following standardized data formats: PowerPoint and PDF. For custom research re-ports, Excel documents may also be provided, upon request.

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

7.3 Upon successful processing of payment, purchases made via the online shop will be immediately available to download or the log-in details will be forwarded to you. For all offline purchases, upon successful processing of payment, you will receive the re-quested product(s) and service(s) in the aforementioned standardized data formats, and all additional data pertaining thereto or the log-in details within five (5) business days. If the Online Database is made available via "Tableau Online", you will receive the log-in details for "Tableau Online" within the aforementioned deadline.

8. DEFECTS AS TO QUALITY

8.1 No claims for defects as to quality are triggered by insignificant discrepancies be-tween our products and services and the warranted quality or fitness for use.

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

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

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

8.5 Claims for damages and the reimbursement of expenditures are further subject to Section 10.

9. LEGAL DEFECTS

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

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

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

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

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

9.4 Upon our request, the Customer shall assist us with the defense against third party claims according to this section 9, with each of the Parties bearing the costs of the use of its own personnel and counsel.

9.5 Claims the Customer may hold for legal defects expire in accordance with Sec-tion 8.4.

9.6 Claims for damages and the reimbursement of expenditures are further subject to Section 10.

10. LIABILITY

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

10.2 Besides Section 10.1, we are not liable for any damages, especially but not limited to any incidental, special, punitive or consequential damages, loss of profits or loss of data. This limitation does not apply to any claims for damages due to damage to life, body or health in cases of simple negligence and – subject to the limitations set forth hereinafter – due to damage caused by a breach of a material contractual obligation. Material contractual obligations are obligations that (i) you reasonably relied upon at execution of the applicable Order Form and (ii) was of critical significance to the out-come of performance.

10.3 In case of a negligent breach of a material contractual obligation our liability for damages – except for damage to life, body or health – is limited to typical and at the time of the formation of this Contract foreseeable damage.

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

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

10.6 Claims for the reimbursement of expenditures and other liability claims asserted by the Customer against us are subject to sections 10.1 through 10.5.

11. CONFIDENTIALITY

11.1 The Parties shall hold in strict confidence for a period of 10 years of the formation of this Contract regarding all data and information materials of which they gain knowledge as part of a Contract, be it orally, in writing or otherwise, directly or indi-rectly, provided that such data or information materials are designated confidential or must be considered confidential based on their nature, and shall use them exclusively as part of the services covered by the relevant Order. This duty of confidentiality excludes data and information materials that:

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

b) which is lawfully disclosed to you by a third party that is not subject to a confidentiali-ty obligation regarding this data or information;

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

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

In the cases of Sections b) and c) above, the parties shall (i) promptly inform each other about a given request and prior to disclosing confidential information, and (ii) limit the disclosure of confidential information to the minimum required.

11.2 We may use your company name and logo as a reference so long as no contrac-tual details are divulged.

12. JURISDICTION, GOVERNING LAW, MISCELLANEOUS

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

12.2 In Contracts with merchants, legal persons under public law, or special assets (Sondervermögen) under public law, all disputes arising from or in connection with any Contract between the Parties shall exclusively be resolved through the courts of Ham-burg. Governing law is German law under exclusion of the CISG.

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