

Press Release

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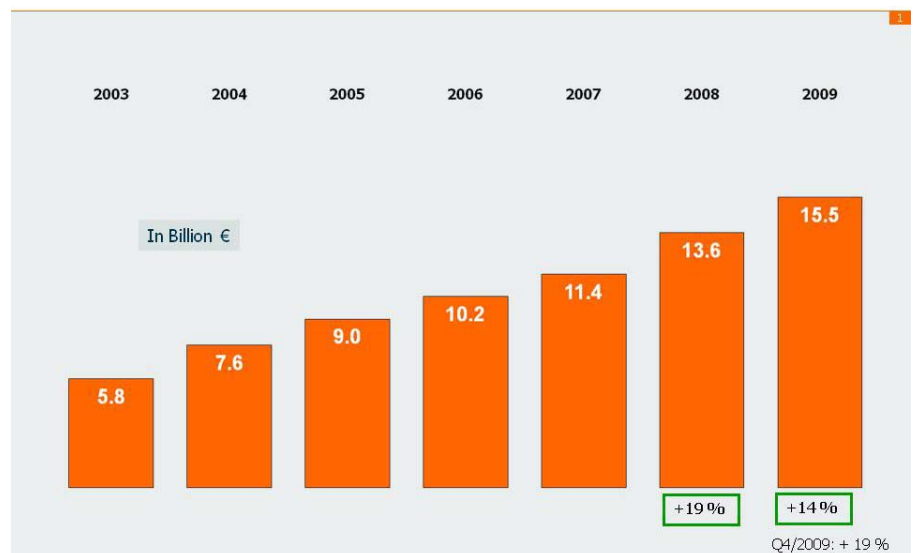
Internet shopping continues to gain ground

Latest findings of the GfK WebScope panel survey on the online purchasing behavior of Germans

Nuremberg, March 3, 2010 – Last year, German consumers spent around EUR 15.5 billion on goods and services online. Overall, e-commerce sales recorded a significant increase of 14%. These are the findings of the WebScope panel, through which GfK Panel Services Germany continuously surveys the purchasing of products on the world wide web.

The Internet has become a popular shopping venue for Germans, and remains the fastest growing sales channel. E-commerce sales rose significantly once again in 2009, bucking the general trend for non-food products.

E-commerce growing continuously



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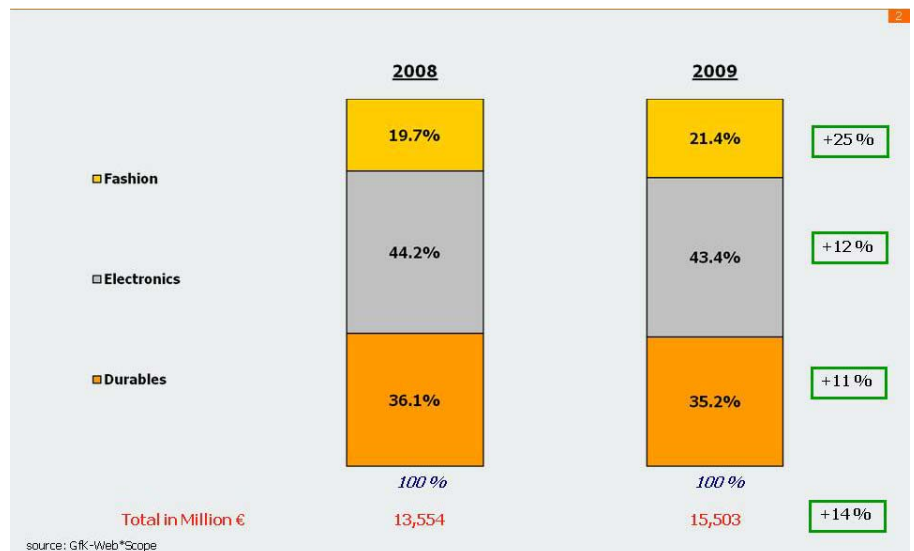
Commercial register
Nuremberg HRB 25014

Nevertheless, the economic crisis has also taken its toll on online retailing. Whereas the growth rate stood at +19% in 2008, online business in the first three quarters of 2009 recorded somewhat moderate development, at +12%. However, sales regained their former strength in the fourth quarter of 2009, with growth of +19%.

The positive growth is primarily attributable to the fact that consumers are spending more money on the web, with average expenditure rising by 10% to EUR 506 per consumer in 2009. Purchasing frequency remained constant, at 9.4 purchases a year.

The individual product segments showed significant differences in growth levels. For example, the durables, which includes furniture, DIY products, toys, books, household products and similar items, and the electronic sector recorded disproportionately low growth of +11.5% and +12.3% respectively. Conversely, sales in the fashion segment rose considerably by 24.5%.

Breakdown of e-commerce sales growth by non-food segment



GfK WebScope Panel

The GfK WebScope panel has been used by GfK Panel Services Germany since 2001 to measure all online product purchases on a continuous basis. Monitoring includes new product purchases, online auctions and consumer goods exchanges. The survey is based on a representative random sampling of 10,000 German Internet users aged 14+. Extensive information is available on the sociodemographic characteristics of the panel members of this sample.

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