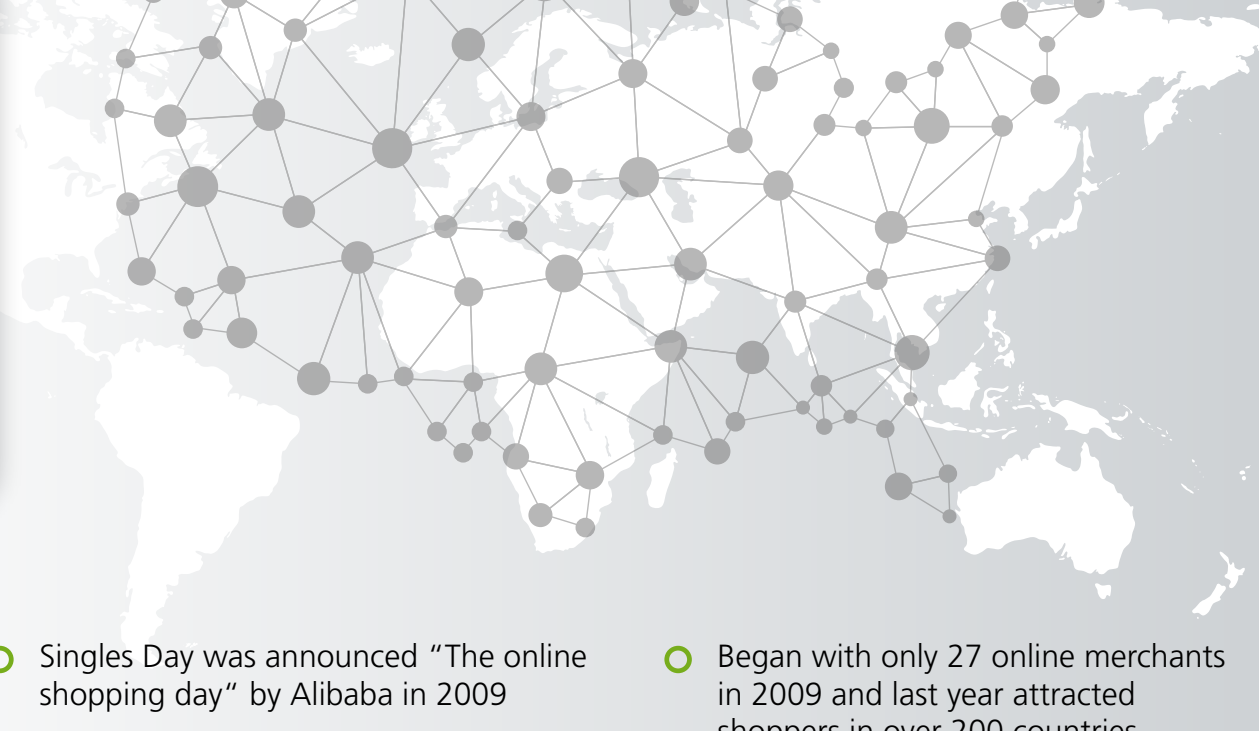




WITH SO MUCH HANGING ON THE END OF SEASON SALES, HOW MUCH IMPACT DOES CHINA'S SINGLES DAY, BLACK FRIDAY AND CYBER MONDAY REALLY HAVE ON RETAILERS AND CONSUMERS?

THE WORLD'S BIGGEST ONLINE SHOPPING DAY

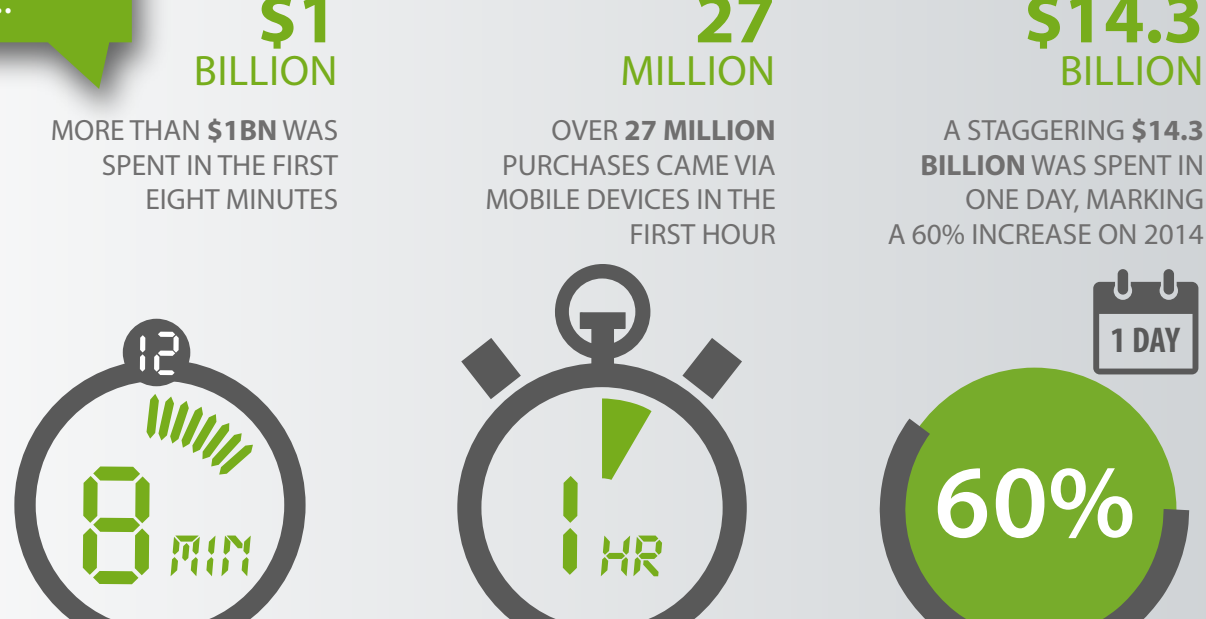
A MODERN TWIST ON VALENTINE'S DAY WITH LUCRATIVE RESULTS FOR CHINA'S BIGGEST E-COMMERCE COMPANIES.



- Singles Day was announced "The online shopping day" by Alibaba in 2009
- Began with only 27 online merchants in 2009 and last year attracted shoppers in over 200 countries. **Now 27,000 merchants!**

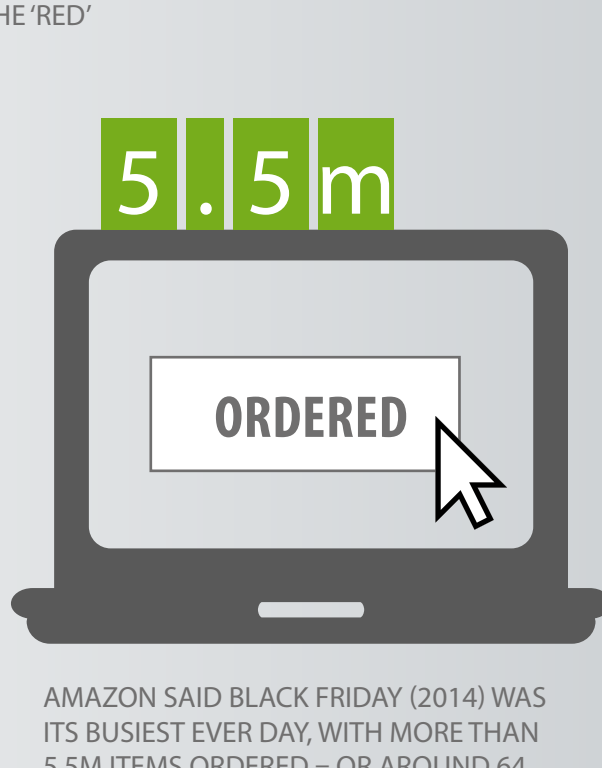
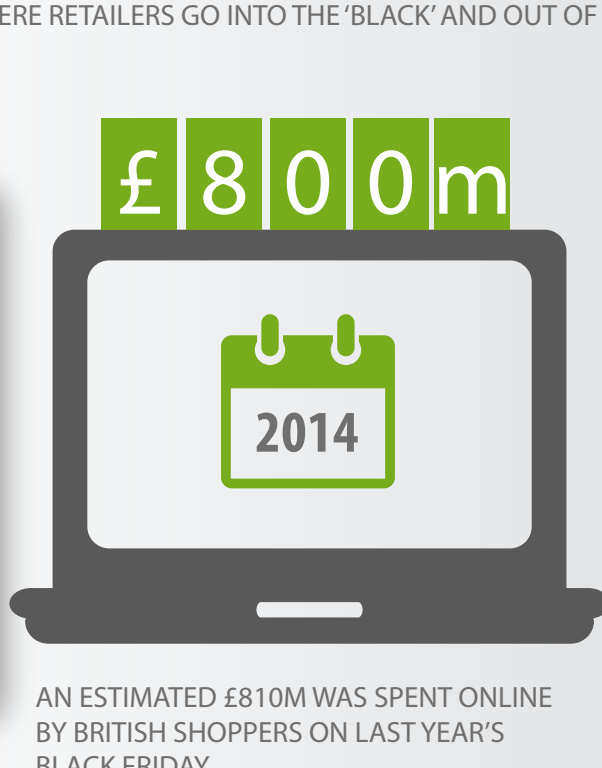


2015 RESULTS SO FAR...



THE DAY AFTER U.S. 'THANKSGIVING'

WHERE RETAILERS GO INTO THE 'BLACK' AND OUT OF THE 'RED'

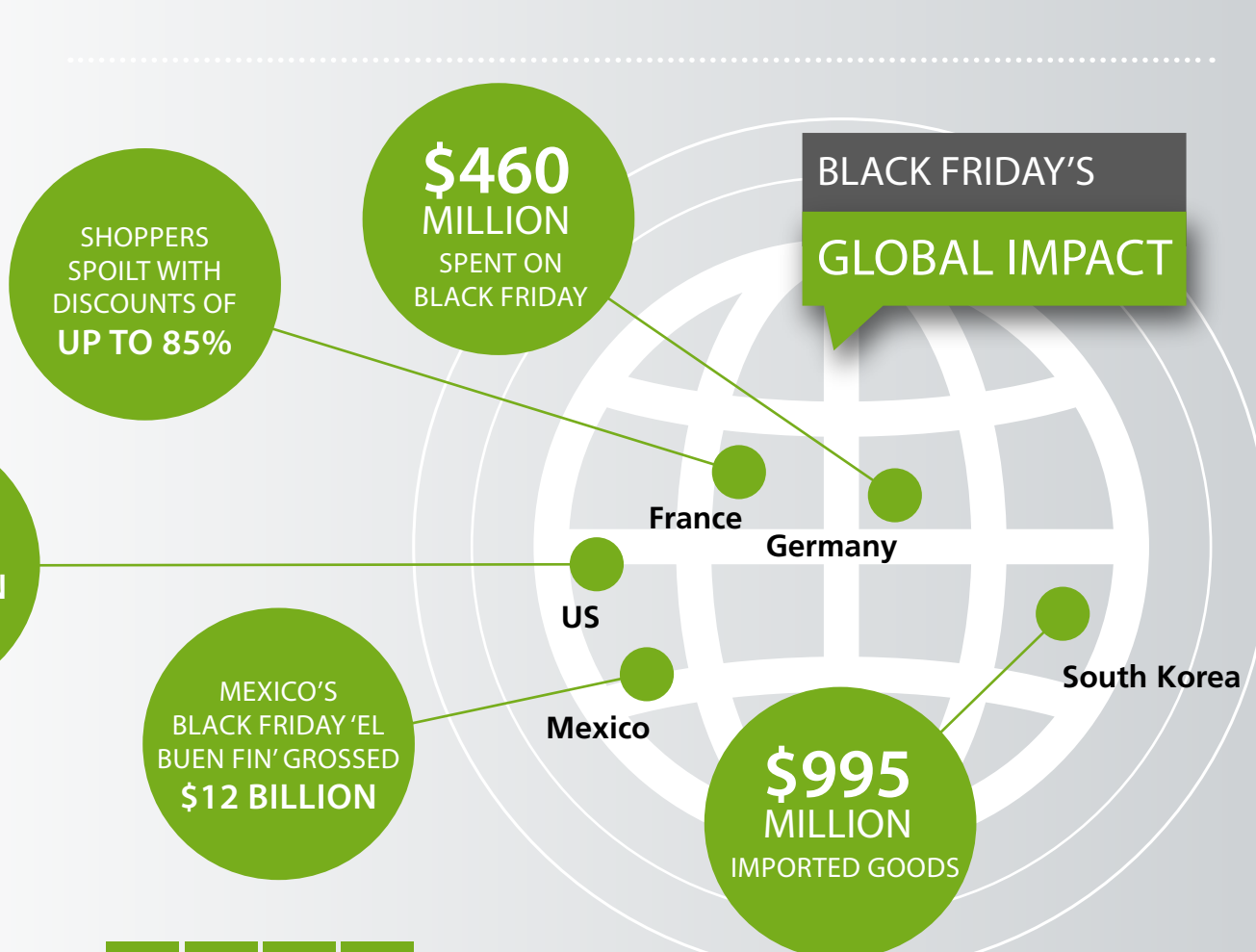
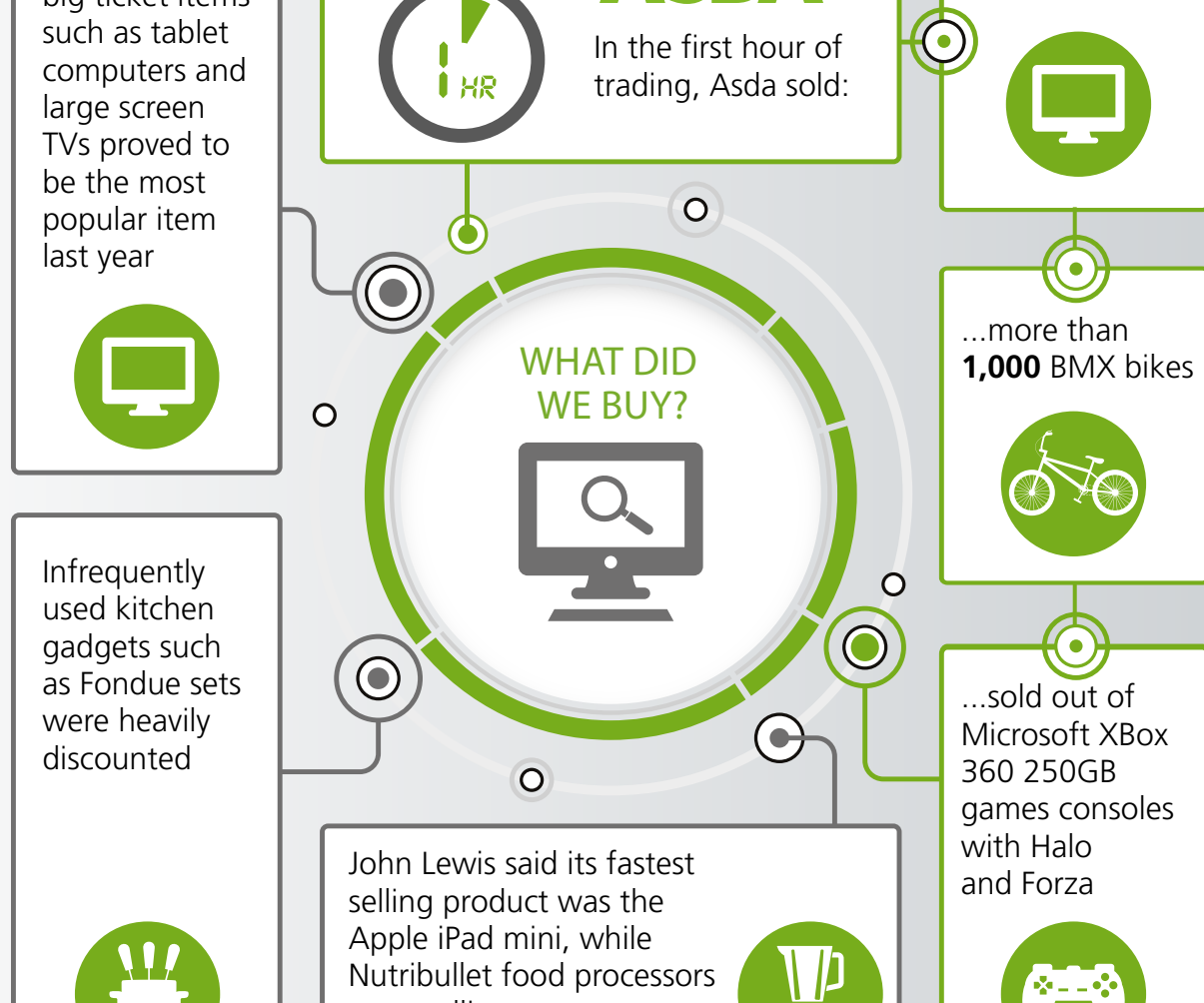


AN ESTIMATED £810M WAS SPENT ONLINE BY BRITISH SHOPPERS ON LAST YEAR'S BLACK FRIDAY

AMAZON SAID BLACK FRIDAY (2014) WAS ITS BUSIEST EVER DAY, WITH MORE THAN 5.5M ITEMS ORDERED - OR AROUND 64 ITEMS PER SECOND. THE PEAK MOMENT WAS 8.29AM.

BLACK FRIDAY 2015 UK PREDICTIONS:

- UK online shoppers are expected to spend over £1bn in a single day for the first time.
- Mobile transactions are set to soar as nearly one in three shoppers are now making their purchases on mobile devices.



WE LOVE TO BAG A BARGAIN ONLINE, BUT ARE WE SUFFERING SALES FATIGUE?

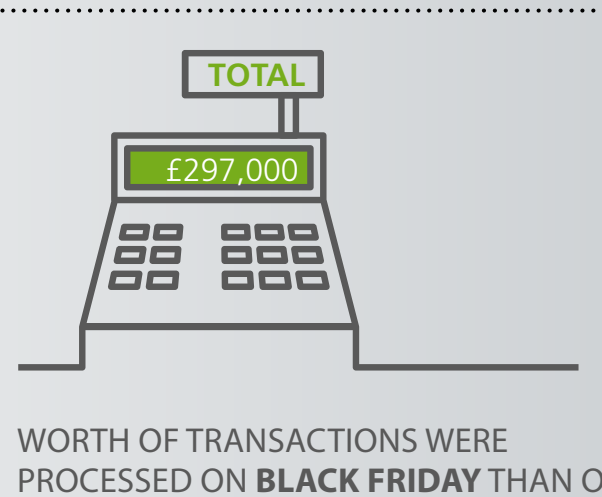
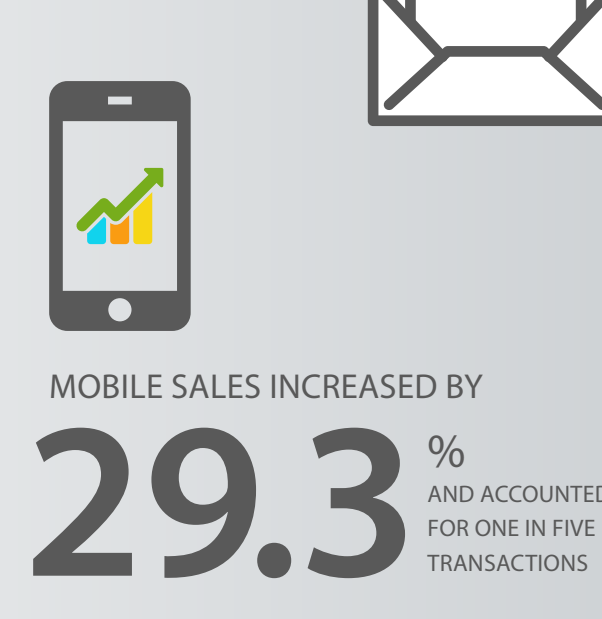
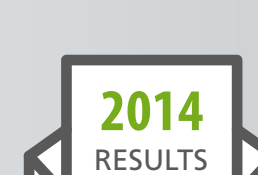
ONLY 38% OF BRITONS PLAN TO HIT THE SHOPS ON BLACK FRIDAY AS OPPOSED TO 44% LAST YEAR

FOUR IN TEN UK SHOPPERS ARE USING THEIR MORNING COMMUTE AND OFFICE LUNCH BREAKS TO SHOP FOR CHRISTMAS THIS YEAR

ASDA HAS CALLED TIME ON BLACK FRIDAY AND WILL SPREAD £26M OF SAVINGS ACROSS THE CHRISTMAS PERIOD

THE MONDAY FOLLOWING BLACK FRIDAY

DUBBED AS THE BUSIEST DAY OF THE YEAR FOR ONLINE SHOPPING, WITH PEOPLE LOOKING TO BAG THE BEST DEALS BEFORE CHRISTMAS



2015 PREDICTIONS

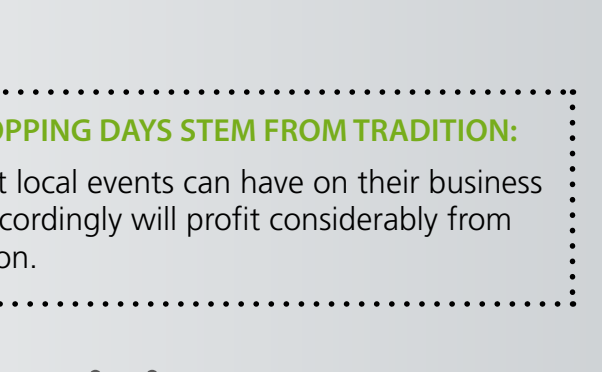


NEW RESEARCH SUGGESTS RETAILERS COULD EXPECT SPENDING TO DOUBLE THIS YEAR - BUT PAYDAY COULD DELAY OUR SHOPPING UNTIL CYBER MONDAY.



EUROPEAN ONLINE SALES OVER THE BLACK FRIDAY AND CYBER MONDAY WEEKEND COULD EXCEED £2.2 BILLION.

BUT, SOME OF THE BIGGEST GLOBAL SHOPPING DAYS STEM FROM TRADITION: Those retailers that understand the impact local events can have on their business and prepare their e-commerce offering accordingly will profit considerably from the resulting shopping frenzy in each region.



INDIAN SHOPPERS SPENT \$1.42 BILLION ON LAST YEAR'S DIWALI ON 11 NOVEMBER.

BOXING DAY IS TRADITIONALLY A HUGE SHOPPING DAY IN AUSTRALIA - LAST YEAR SHOPPERS SPENT \$1.42 BILLION.

Black Friday and Cyber Monday were originally U.S. shopping days, and Singles Day was a Chinese phenomenon unknown to many, until all three evolved into international shopping days by 2014.

The internet has been the driving force behind these shopping days hitting an international audience; giving consumers around the world access to products and offers in other countries and opening up the cross-border movement of money.

For merchants throughout the world, Black Friday, Cyber Monday and China Singles Day represent an enormous opportunity to not only dramatically increase local sales, but to fully capitalise on an international audience of deal-hungry consumers. However, simply setting up an international shop front will not bring e-commerce success. Critical to unlocking the huge shopping day opportunity for merchants is understanding country specific payment habits, legal requirements and much more.

Click here to download an e-book from PPRO Group, which offers practical guidelines for online merchants looking to establish their international presence.