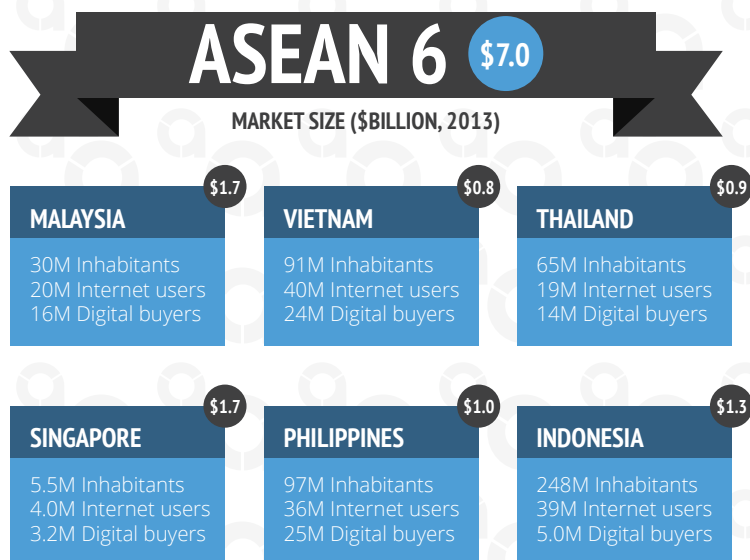


# E-COMMERCE STATS AT A GLANCE

## ENTERING THE SOUTHEAST ASIA MARKET

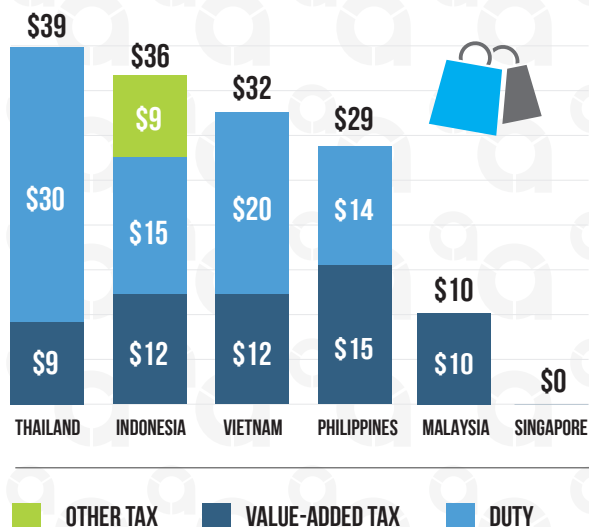
### THE RETAIL E-COMMERCE MARKET



Sources: A.T. Kearney analysis

### TOTAL CUSTOMS VALUE OF A \$100 DRESS

Complexities to Cross-Border E-commerce



Sources: Duty Calculator; A.T. Kearney analysis

### ONLINE USERS & SHOPPERS IN THE ASEAN 6

	ONLINE USERS					ONLINE SHOPPERS		
	Number of online users (million)	% Total population	% Below 35 years old	Time online (hours per week)	Time spent on social media	Number of online shoppers (million)	% Online population	% Using mobile to buy
ASEAN 6	158	29%	70%	19.4	29%	87	55%	57%
INDONESIA	39	16%	70%	13.5	25%	5	12%	61%
MALAYSIA	20	67%	63%	16	32%	16	80%	47%
PHILIPPINES	36	37%	71%	16.4	42%	25	70%	62%
SINGAPORE	4	73%	51%	16.6	16%	3	80%	48%
THAILAND	19	29%	74%	27.2	31%	14	75%	58%
VIETNAM	40	44%	74%	26.2	22%	24	60%	58%

Sources: International Telecommunication Union, ComScore via UBS, Nielsen's global survey of e-commerce (Q1 2014), eMarketer, Trend Macro, MasterCard, Paypal, VECITA; A.T. Kearney analysis

### WHY YOU NEED CASH ON DEMAND

#### TAP 60-80% OF SEA MARKET SHARE

#### LOWER COSTS OF RETURNS WITH "RETURN ON DELIVERY OPTION"

#### GAIN ACCESS TO NEW CONSUMERS

75% of growth in e-commerce in rural areas

#### LOWER DROPOUT RATES IN CHECKOUT FUNNEL

by removing verification steps needed for credit card payments

#### ALLEVIATE REASSURANCE AND PAYMENT SECURITY

by reducing chances of product and payment fraud

#### ONLY 5-8% CANCELLATION RATES

compared to 50-70% rates with bank transfers and over-the-counter payments

- aCommerce Group COO, Peter Kopitz

Sources: aCommerce internal stats, 2014

To find out how to translate this data into your own e-commerce strategy contact aCommerce  
[info@acommerce.asia](mailto:info@acommerce.asia) | [www.acommerce.asia](http://www.acommerce.asia) | [www.linkedin.com/company/acommerce](https://www.linkedin.com/company/acommerce)