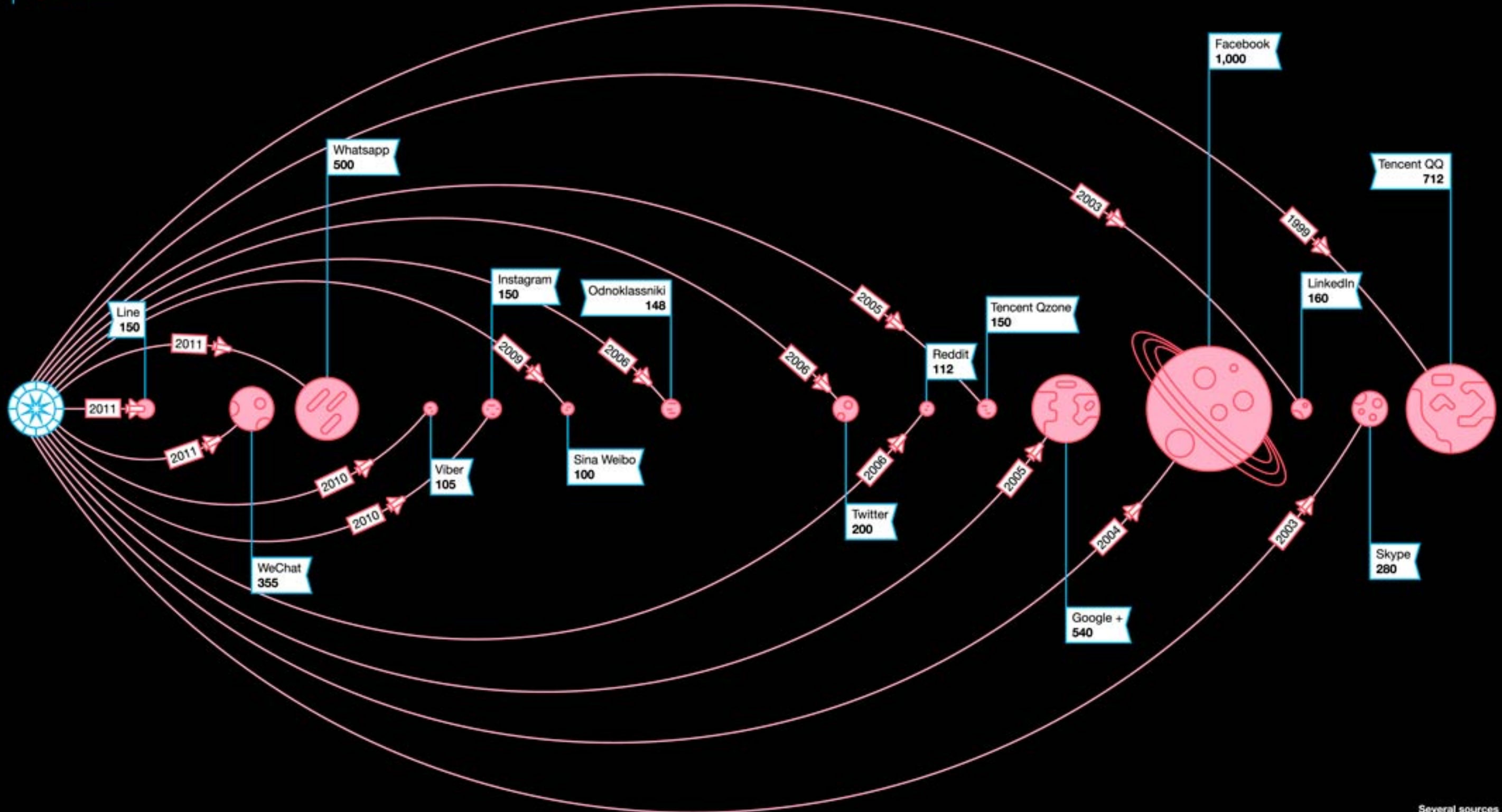
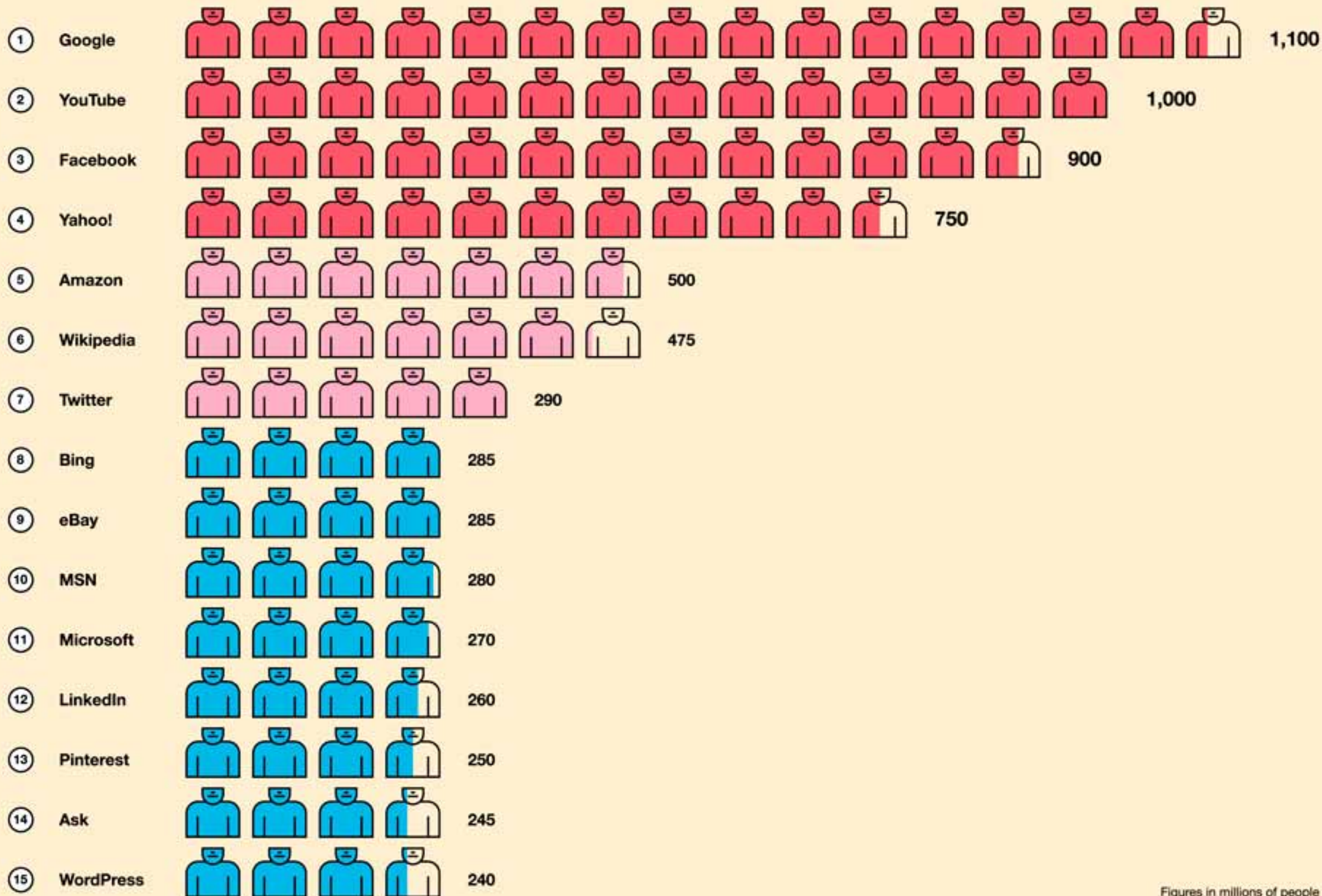


Number of Registered Social Media Users (2014)

- Social network
- Active users (millions)
- Year launched



Leading 15 Websites and Their Unique Visitor Figures (2014)

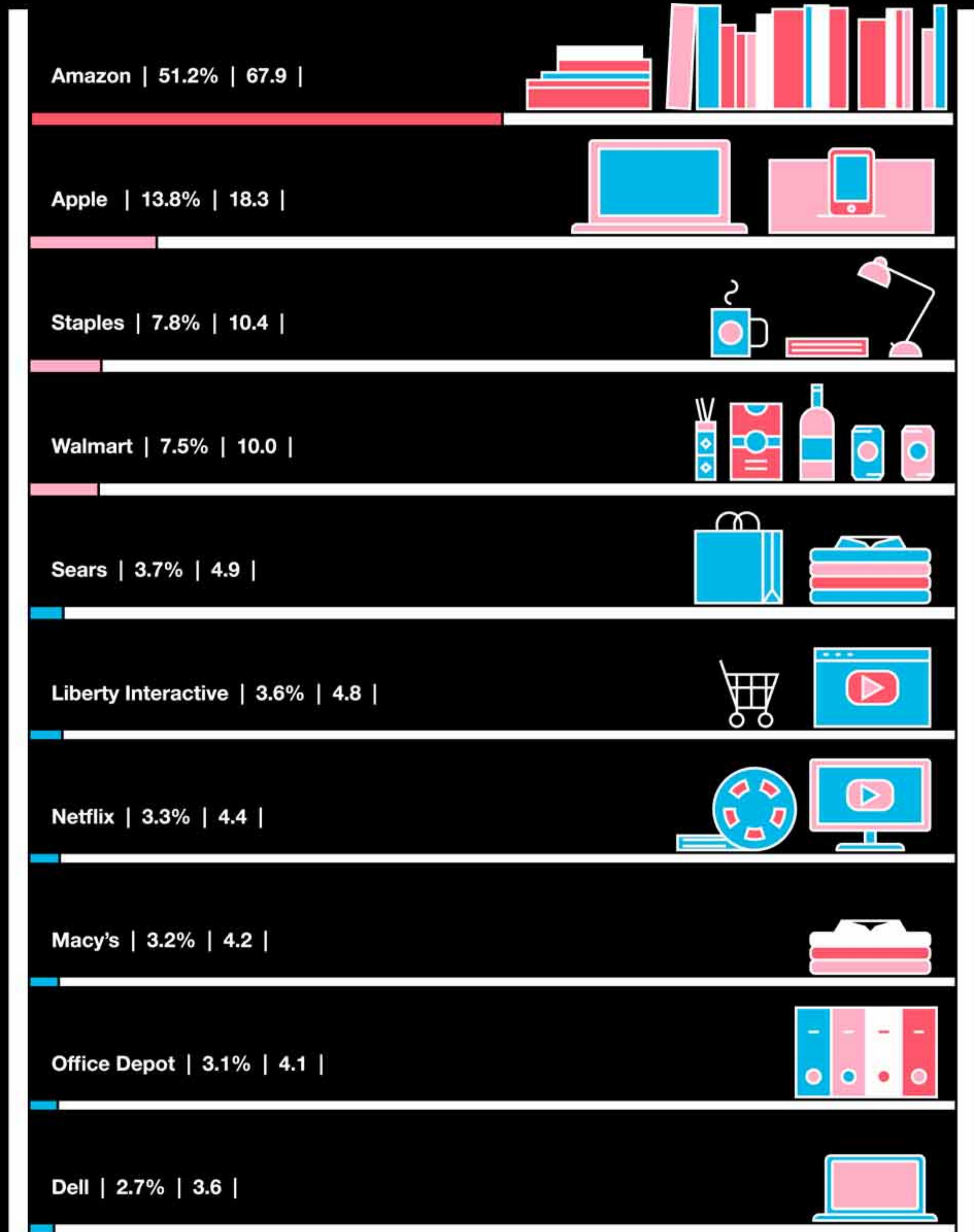


Figures in millions of people

Source: EBizMBA

Top 10 Online Vendors in the US through User Share* Channels (2013)

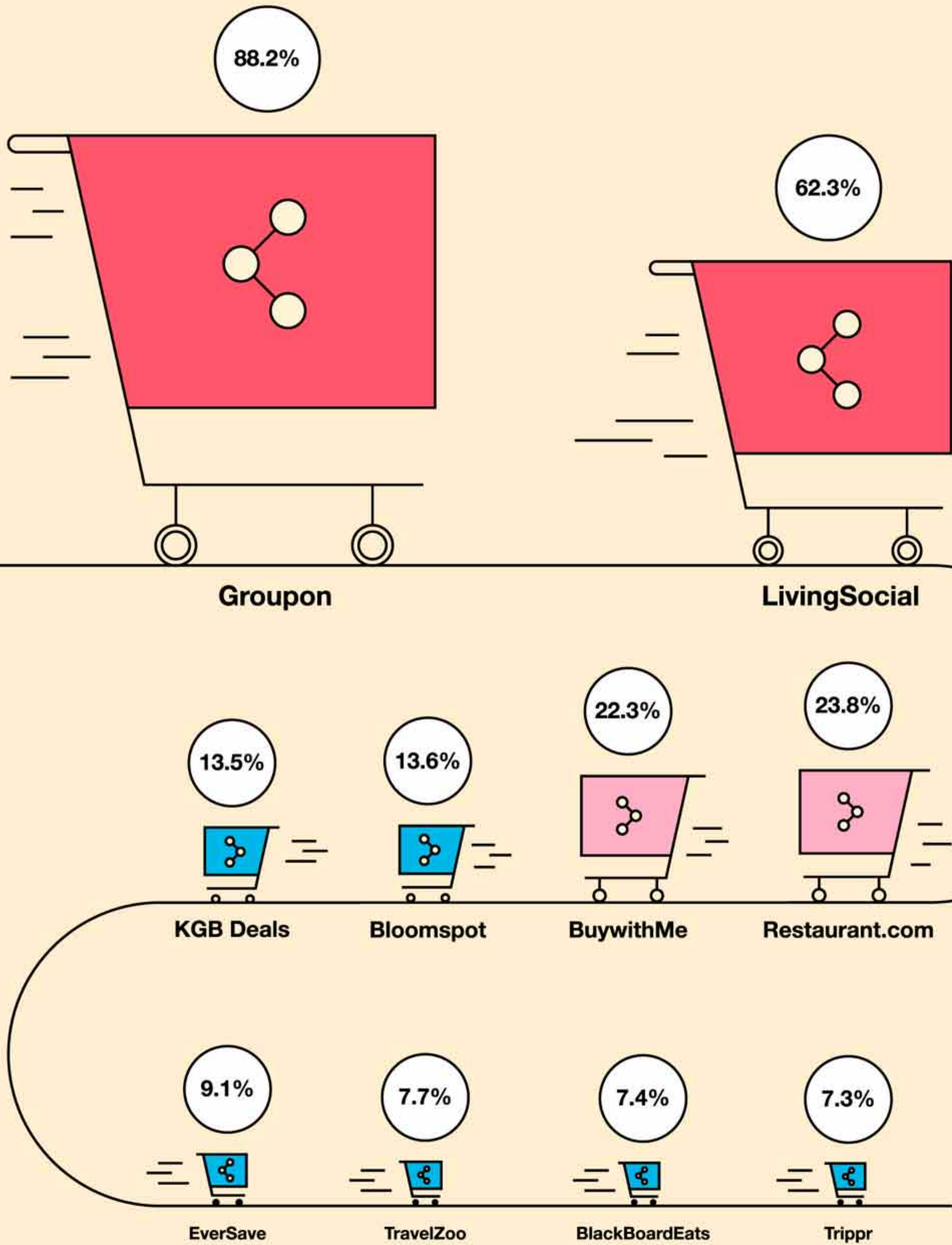
* "User share" is a new form of electronic commerce whereby users form communities which put pressure on suppliers to grant deep discounts



Percent share of total sales within the top 10
Amounts in billions of US dollars

Source: Internet Retailer

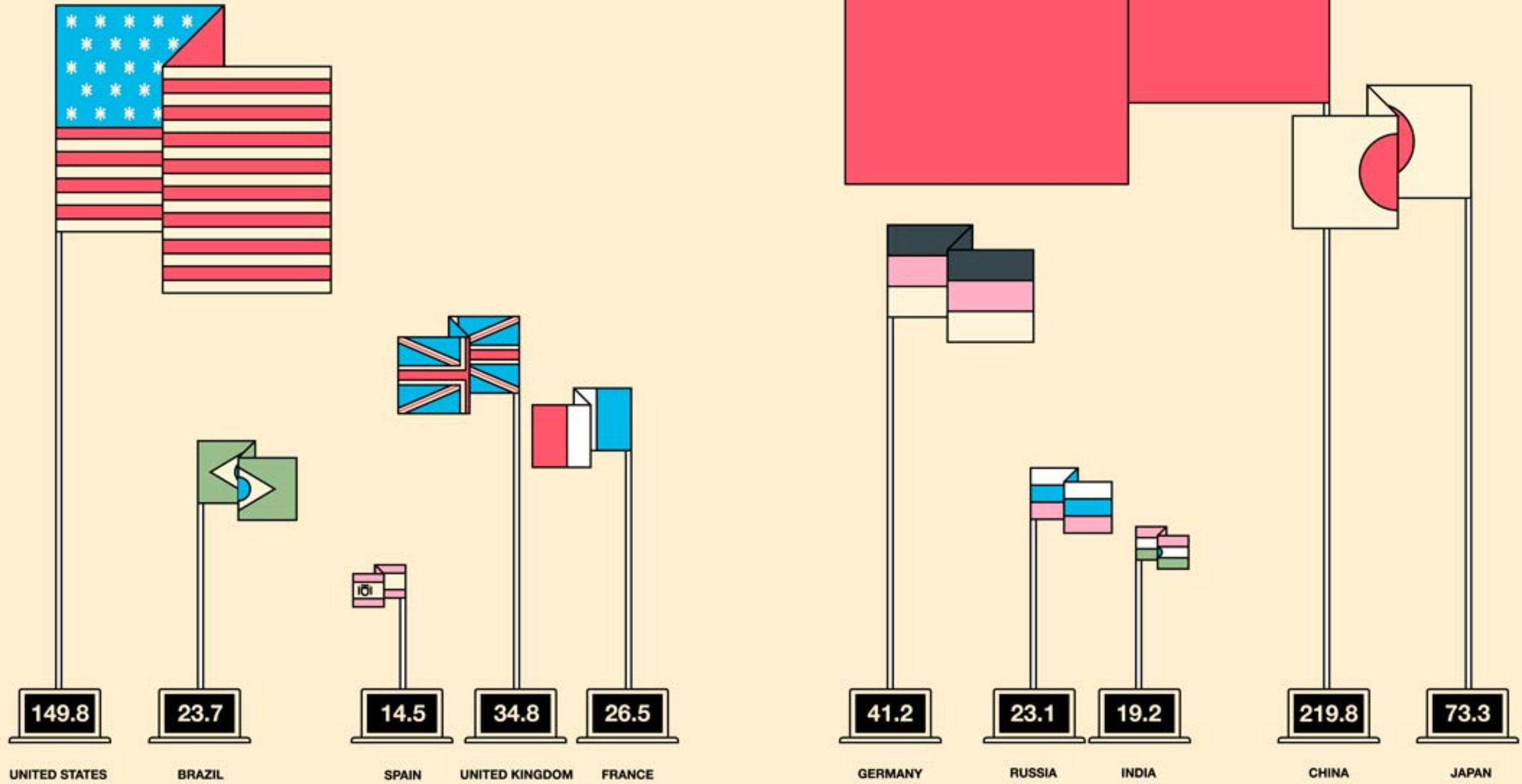
Global Top 10 User Share Providers (2013)



Percentage of users out of total user share channel

Source: ReadWrite

Online Buyers by Country (2012)



Figures in millions of people

Source: eMarketer