

GLOBAL M-COMMERCE 2015: SMARTPHONES & TABLETS

Publication Date: March 2015



twitter.com/ystats



[linkedin.com/company/ystats](https://www.linkedin.com/company/ystats)



[gplus.to/ystatscom](https://plus.google.com/ystatscom)



[facebook.com/ystats](https://www.facebook.com/ystats)

About yStats.com

- yStats.com provides secondary market research.
- Market reports by yStats.com inform top managers about recent market trends and assist with strategic company decisions.
- yStats.com has been committed to researching up-to-date, objective and demand-based data on markets and competitors from various industries since 2005.
- In addition to reports on markets and competitors, yStats.com also carries out client-specific research.
- Clients include leading global enterprises from various industries including B2C E-Commerce, electronic payment systems, mail order and direct marketing, logistics as well as banking and consulting.

yStats.com GmbH & Co. KG
Behringstr. 28a, 22765 Hamburg
Germany

info@ystats.com • www.ystats.com
Phone: +49 (0) 40 - 39 90 68 50
Fax: +49 (0) 40 - 39 90 68 51

yStats
.COM 



Global M-Commerce 2015: Smartphones & Tablets

General Information

Product Details

Language:	English
Format:	PDF & Power Point
Number of Pages/Charts:	137
Covered Countries/Regions:	Global, Asia-Pacific, North America, Europe, Latin America, Middle East, Africa, China, Japan, South Korea, Australia, India, Indonesia, Philippines, USA, Canada, UK, Germany, France, Russia, Italy, Spain, Netherlands, Turkey, Poland, Sweden, Brazil, Mexico, Argentina, UAE, Saudi Arabia, Israel, Qatar, South Africa, Nigeria, Egypt, Morocco

Prices

Single User License:	€ 1,950 (excl. VAT)
Site License:	€ 2,925 (excl. VAT)
Global Site License:	€ 3,900 (excl. VAT)

Questions Answered in This Report

- What are the major M-Commerce trends worldwide?
- Which regions are leading worldwide in mobile shopping?
- What is the size of M-Commerce and its share on the total B2C E-Commerce in the key markets worldwide?



Global M-Commerce 2015: Smartphones & Tablets

Key Findings

Global M-Commerce Sales Growth Outpaces Total B2C E-Commerce

While computers remain the device most used for shopping online, mobile has become a close second. Smartphones and tablets are the favorite mobile devices to use in M-Commerce, with their frequency of usage being close, though tablets are significantly ahead of smartphones in terms of sales generation globally. Another important trend is that apps are preferred for mobile shopping over mobile browsers.

Furthermore, the power of mobile devices in retail has gone beyond the pure online shopping. Consumers worldwide are using their mobile phones while in-store to compare prices, scan quick response codes and make purchases. This fusion of mobile and physical is in line with the general omnichannel trend that has formed on the global retail market.

Asia-Pacific and the Middle East and Africa were the global leaders last year in terms of usage of mobile for online shopping. Over half of online shoppers in these regions made purchases via mobile devices. In South Korea, close to a third of shoppers did so on a weekly basis, with the share of M-Commerce on total online sales topping one-third in the third quarter of 2014. In China, the number of mobile shoppers grew to more than two hundred millions, while in India the share of mobile shoppers on online buyers in the cities increased from just over 20% to more than a half. Meanwhile, in the Middle East & Africa, M-Commerce sales in the UAE grew at a triple-digit rate in 2014, and in South Africa close to a third of smartphone users already had experience with mobile shopping.

In the USA, the share of M-Commerce sales via smartphones was below that of tablets and is forecasted to decrease in the coming years. A similar trend is observed in the UK. Both in Germany and France the share of M-Commerce was a small double-digit figure, while in Russia M-Commerce sales were estimated to double last year and in Brazil they reached double-digit share of sales of large online merchants.

E-Commerce companies worldwide benefit from the boom in M-Commerce growth, with shares of mobile sales at double-digit figures. Amazon and eBay saw over 60% of their total traffic from mobile devices during the last holiday shopping season, while China-based E-Commerce giant Alibaba increased the mobile gross merchandise value on its marketplaces by more than three times.



Global M-Commerce 2015: Smartphones & Tablets

Table of Contents (1 of 10)

1. MANAGEMENT SUMMARY

2. GLOBAL

- M-Commerce Overview and Trends, March 2015
- Breakdown of Frequency of Mobile Purchase, by Smartphone and Tablet, in % of Online Shoppers, September 2014
- App and Browser Usage for Mobile Shopping, in % of Mobile Shoppers, November 2014
- Mobile Broadband Subscriptions per 100 Inhabitants, by Regions, 2014
- Share of Online Shoppers Using Mobile Phones to Shop Online, by Regions, in %, March 2014
- Share of Smartphone Users Who Make Purchases via Smartphone at Least Once a Week, in %, by Selected Countries, March 2014
- Actions Conducted With Mobile Phones While Being In Store, incl. Purchase, in % of Consumers with Mobile Phone, 2014
- Share of Consumers with Mobile Phone Comparing Prices via Mobile While Being In Store, in %, by Selected Countries, 2014
- M-Commerce Overview and Trends, March 2015

3. ASIA-PACIFIC

3.1. REGIONAL

- Smartphone User Penetration, in % of Population, 2012 - 2018f
- Mobile Shopper Penetration, by Selected Countries in South East Asia, in % of Smartphone Users, July 2014
- Devices Most Used for Online Shopping, incl. Mobile, by Selected Countries in South East Asia, Compared to Global Average, in % of Online Shoppers, Q1 2014



Global M-Commerce 2015: Smartphones & Tablets

Table of Contents (2 of 10)

3. ASIA-PACIFIC (cont.)

3.2. CHINA

- Number of Mobile Internet Users, in millions and in % of Total Internet Users, 2010 - 2014
- Number of Mobile Shoppers, in millions and in % of Mobile Internet Users, 2012 - 2014
- M-Commerce Sales, in CNY billion, and in % Year-on-Year Change, 2011-2015f
- Share of M-Commerce on Total E-Commerce Sales, in %, 2011-2017f
- M-Commerce Sales, in CNY billion, and in % Year-on-Year Change, 2011-2017f
- Share of M-Commerce on Total E-Commerce Sales, in %, 2011-2017f
- Breakdown of the M-Commerce Sales, by Players, in %, Q3 2014e

3.3. JAPAN

- Mobile Device Ownership, by Smartphone and Tablet, in % of Households, 2010 - 2013
- Mobile Shopper Penetration, in % of Smartphone Users, August 2014
- Mobile Shopper Penetration, in % of Smartphone Users, by Age and Gender, August 2014

3.4. SOUTH KOREA

- M-Commerce Sales, in KRW trillion, Q1 2013 - Q3 2014
- Share of M-Commerce on Total E-Commerce Sales, in %, Q1 2013 - Q3 2014
- Breakdown of M-Commerce Sales by Product Categories, in KRW billion, Q1 2014 - Q3 2014
- Breakdown of E-Commerce Utilization, by Device, in %, by Age Groups, September 2014

3.5. AUSTRALIA

- Mobile Shopper Penetration, in % of Individuals, 2014e
- M-Commerce Sales, in AUD billion, 2014 & 2019f
- Breakdown of M-Commerce Sales, by Categories, in % and in AUD billion, 2014e



Global M-Commerce 2015: Smartphones & Tablets

Table of Contents (3 of 10)

3. ASIA PACIFIC (cont.)

3.6. INDIA

- Mobile Shopper Penetration, in % of Urban Online Shoppers, 2012 & 2014
- Share of M-Commerce on Total E-Commerce Sales, in %, 2014e & 2017f
- Most Popular M-Commerce Applications, by Provider, in million Installs, December 2014e

3.7. INDONESIA

- Devices Most Used for Online Shopping, incl. Mobile, in % of Online Shoppers, Q1 2014

3.8. PHILIPPINES

- Product Categories Purchased via Mobile Phones, in % of Mobile Internet Users, June 2014

4. NORTH AMERICA

4.1. USA

- M-Commerce Activities Carried Out In-Store, in % of Mobile Phone Users, 2014
- M-Commerce Sales, Excluding Travel and Tickets, in USD billion, and in % Year-on-Year Change, 2012-2018f
- Share of M-Commerce on Total B2C E-Commerce Sales, in %, 2012-2018f
- M-Commerce Sales from Smartphones, Excluding Travel and Tickets, in USD billion, and in % Year-on-Year Change, 2012-2018f
- Share of M-Commerce on Total E-Commerce Sales, in %, Q2 2012 - Q2 2014



Global M-Commerce 2015: Smartphones & Tablets

Table of Contents (4 of 10)

4. NORTH AMERICA (cont.)

4.2. CANADA

- Devices Used for Shopping Online, incl. Mobile, by Age Group, in % of Internet Users, July 2014
- Breakdown of Online Spending, by Device, incl. Mobile, in %, 12 Months to November 2014

5. EUROPE

5.1. REGIONAL

- Online Shopper Penetration in the EU5, by Smartphone and Tablet, in % of Internet Users, by Country, 2014e
- Share of M-Commerce on Total B2C E-Commerce Sales in the EU7, 2014e & 2018f

5.2. UK

- M-Commerce Sales, by Device, in GBP billion, 2012 - 2018f
- Share of M-Commerce on Total B2C E-Commerce Sales, in %, 2012-2018f
- M-Commerce Sales, in GBP billion, Q1 2014 - Q3 2014
- Breakdown of M-Commerce Sales, by Smartphones and Tablets, in %, Q4 2014
- Share of M-Commerce on Total B2C E-Commerce Sales, in %, Q1 2013 - Q4 2014
- Retail Websites/Applications Accessed via Smartphone, in % of Smartphone Owners, March 2014
- Retail Websites and Applications Accessed via Smartphone, by Mobile Website and Mobile Application, in % of Smartphone Owners Accessing, March 2014

5.3. GERMANY

- Mobile Shopper Penetration, by Age and Gender, in % of Online Shoppers, 2014
- Share of M-Commerce on Total B2C E-Commerce Sales, in % and in EUR billion, 2013



Global M-Commerce 2015: Smartphones & Tablets

Table of Contents (5 of 10)

5. EUROPE (cont.)

5.3. GERMANY (cont.)

- Breakdown of the Last M-Commerce Purchase, by Product Categories, in % of Mobile Shoppers, August 2014
- Devices Used in M-Commerce, in % of Mobile Shoppers, August 2014

5.4. FRANCE

- Mobile Shopper Penetration, by Tablet and Smartphone, in % of Online Shoppers Who Own Tablet/Smartphone, 2013 & 2014
- Share of M-Commerce on Total B2C E-Commerce Sales, in % and in EUR billion, 2014
- Products Purchased in M-Commerce via Smartphones, in % of Mobile Shoppers, 2014 & 2015f

5.5. RUSSIA

- Number of Mobile Shoppers, in millions, 2012 & 2013
- Number of Mobile Shoppers, by Smartphone and Tablet, in millions, 2013 & 2014
- M-Commerce Sales, in USD billion, 2013 & 2014e
- Share of M-Commerce on Total B2C E-Commerce Sales, in %, 2013 & 2014e
- Mobile Shopper Penetration, in % of Smartphone Owners, by Size of City of Location, 2014

5.6. ITALY

- M-Commerce Sales from Smartphones, in EUR billion, 2013 & 2014
- Share of M-Commerce from Smartphones on Total B2C E-Commerce Sales, in %, 2014e
- Share of M-Commerce on Total B2C E-Commerce Sales, in %, 2014e



Global M-Commerce 2015: Smartphones & Tablets

Table of Contents (6 of 10)

5. EUROPE (cont.)

5.7. SPAIN

- Mobile Shopper Penetration, in % of Internet Users, 2011 - 2013
- M-Commerce Sales, in EUR billion, 2013 & 2014e

5.8. NETHERLANDS

- M-Commerce Sales, in EUR million, H2 2012, H1 2013, H2 2013
- Breakdown of M-Commerce Sales, by Smartphones and Tablets, in % and in EUR million, H2 2013
- Share of M-Commerce on Total B2C E-Commerce Sales, in %, H2 2013

5.9. TURKEY

- Devices Used to Connect to the Internet, in % Households with Internet Access, Q1 2014
- Breakdown of Online Spending, by Device, incl. Mobile, in %, 12 Months to October 2014

5.10. POLAND

- Smartphone Penetration by Age Group, in % of Internet Users, May 2013 & May 2014
- Mobile Shopper Penetration on Smartphone Owners, in %, May 2014
- Devices Used for Shopping Online, in % of Online Shoppers, March 2014

5.11. SWEDEN

- Devices Used for Shopping Online, in % of Online Shoppers, Q3 2014



Global M-Commerce 2015: Smartphones & Tablets

Table of Contents (7 of 10)

6. LATIN AMERICA

6.1. REGIONAL

- Devices Owned, in % of Surveyed Consumers, by Argentina, Brazil and Mexico, March 2014
- Activities Carried Out on Smartphones at Least Weekly, incl. Purchase, in % of Smartphone Users, by Argentina, Brazil and Mexico, March 2014
- Breakdown of the Last Online Purchase, by Device Used, in % of Online Shoppers, by Argentina, Brazil and Mexico, March 2014

6.2. BRAZIL

- Mobile Internet Penetration, in % of Mobile Phone Users, 2010 - 2013
- Share of Mobile Device Owners Who Shopped on Mobile Devices at Least Once, in %, June 2013 & June 2014
- Share of M-Commerce Sales on Total B2C E-Commerce Sales, in %, June 2013, December 2013, June 2014
- Share of M-Commerce Made via Smartphones on Total B2C E-Commerce Sales, by Category of Online Retailer, in %, July 2014
- Devices Used for Online Shopping, in % of Mobile Device Owners, June 2014
- Way Used to Shop on Mobile Devices, in % of Mobile Device Owners, June 2014
- Breakdown of M-Commerce Transactions, by Product Categories, in %, H1 2014
- Product and Services to Buy in M-Commerce, by Category, in % of Mobile Device Owners, June 2014

6.3. MEXICO

- Devices Used to Access Internet, in % of Internet Users, 2013
- Devices Used for Shopping Online, in % of Online Shoppers, March 2014
- Breakdown of B2C E-Commerce Sales, by Device, in % and in MXN billion, July 2014
- Breakdown of Mobile Shoppers, by Age Group, by Shopping on Smartphone and Tablet, July 2014
- Barriers to Mobile Purchase, in % of Online Shoppers who Own Tablet/Smartphone, June 2014



Global M-Commerce 2015: Smartphones & Tablets

Table of Contents (8 of 10)

6. LATIN AMERICA (cont.)

6.4. ARGENTINA

- Devices Used for Shopping Online, in % of Online Shoppers, 2014
- Devices Used to Access Internet, by Primary and Secondary, in % of Individuals, 2013

7. MIDDLE EAST & AFRICA

7.1. REGIONAL

- Mobile Phone Users, in millions, and Penetration, in % of Population, by Countries in the Middle East and Africa, incl. Saudi Arabia and UAE, Ranked by Penetration in 2014, 2013 - 2018f
- Smartphone Users, in millions, and Penetration, in % of Mobile Phone Users, by Countries in Middle East and Africa, incl. Saudi Arabia and UAE, Ranked by Penetration in 2014, 2013 - 2018f
- Devices Used to Access the Internet in MENA, in % of Internet Users, April 2014

7.2. MIDDLE EAST

7.2.1. UAE

- Share of Online Shoppers Buying or Browsing and Buying via Mobile Phones, in %, March 2014
- Breakdown of the Last Online Purchase, by Device Used, in % of Online Shoppers, March 2014
- M-Commerce Sales, in AED million, 2013 & 2014

7.2.2. SAUDI ARABIA

- Breakdown of the Last Online Purchase, by Device Used, in % of Online Shoppers, March 2014
- Number of Mobile Broadband Subscriptions, in millions and in % of Population, 2010 - 2013 & Q2 2014



Global M-Commerce 2015: Smartphones & Tablets

Table of Contents (9 of 10)

7. MIDDLE EAST & AFRICA (cont.)

7.2. MIDDLE EAST (cont.)

7.2.3. ISRAEL

- Breakdown of the Last Online Purchase, by Device Used, in % of Online Shoppers, March 2014

7.2.4. QATAR

- Devices Used to Connect to the Internet, in % of Internet Users, 2012 & 2013
- Mobile Shopper Penetration, in % of Banked Internet Users, 2013

7.3. AFRICA

7.3.1. SOUTH AFRICA

- Smartphone Penetration, in % of Mobile Phone Owners, and Share of Internet Users Using Smartphones to Access the Internet, in %, June 2014
- Share of Smartphone Users Purchasing via Mobile, in %, June 2014
- Share of Mobile Shoppers on Active Mobile Internet Users, in %, 2012 & 2013

7.3.2. NIGERIA

- Share of Mobile Shoppers on Total Online Shoppers, in %, June 2014



Global M-Commerce 2015: Smartphones & Tablets

Table of Contents (10 of 10)

7. MIDDLE EAST & AFRICA (cont.)

7.3. AFRICA (cont.)

7.3.3. EGYPT

- Share of Mobile Internet Users on Total Internet Users, in %, Q3 2013 – Q3 2014
- Share of Mobile Internet Users Comparing Prices and Product Reviews Online while Being in Store, by Total Mobile Internet Users and Smartphone Users, September 2014

7.3.4. MOROCCO

- Share of Mobile Phone Users who Made a Purchase or Payment via Mobile Phone, in %, and Type of Purchase or Payment Made via Mobile Phone, in %, November 2014



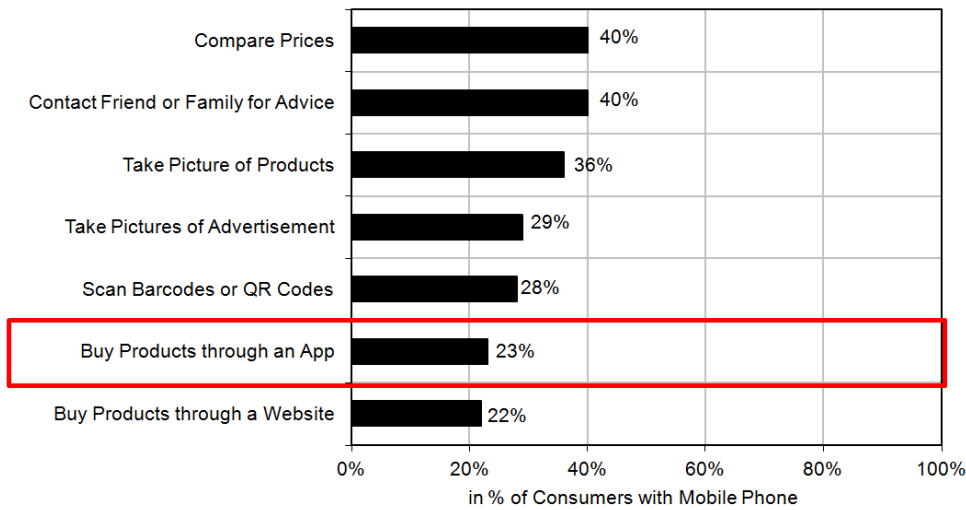
Global M-Commerce 2015: Smartphones & Tablets

Samples



23% of consumers who have a mobile phone used it to purchase products with an app while being in store in 2014.

Global: Actions Conducted With Mobile Phones While Being In Store, incl. Purchase, in % of Consumers with Mobile Phone, by Selected Countries, 2014

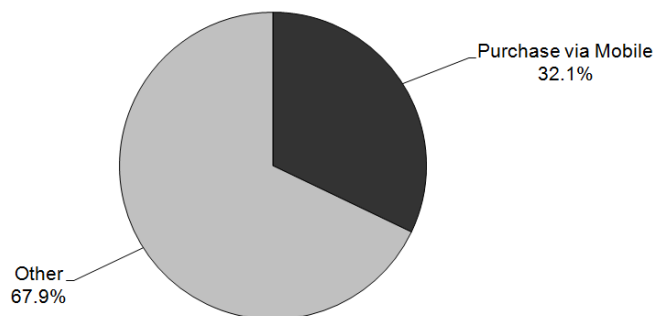


Survey: based on a survey of 25,000 mobile phone users in 23 countries; ages 15+
Source: GfK, February 2015



32% of smartphone users in South Africa made purchases from their phones in June 2014.

South Africa: Share of Smartphone Users Purchasing via Mobile, in %, June 2014



Survey: based on a survey of 5,113 individuals with desktop Internet access
Source: IAB South Africa, Effective Measure, August 2014



Global M-Commerce 2015: Smartphones & Tablets

Methodology

General Methodology of our Market Reports:

- This report includes the results of secondary market research: By using various sources we ensure maximum objectivity for all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Cross referencing of data was conducted in order to ensure validity and reliability.
- The report contains a Management Summary, summarizing the main information provided in each chapter.
- Besides providing information on the specific topic, every chart contains an Action Title, which summarizes the main statement of the chart and a subtitle, which gives information about the country, the topic, the unit or currency, and the time period the data on the chart refers to.
- Furthermore, the source of information and its release date are provided on every chart. It is possible that the information included in one chart is derived from several sources. Then, all sources are mentioned on the chart.
- This report also includes rankings. Within these rankings, it is possible that the total amount adds up to more than 100%. If this is the case, multiple answers were possible, and this is then mentioned in the note of the chart.
- If available, additional information about the data collection, for example the time of survey and number of people asked, 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 were mostly used. When referencing them 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.
- This report includes mainly data from the last 12 months. The exact publication dates are mentioned in every chart.

Methodology for our Global M-Commerce report:

- This report covers the global M-Commerce market.
- It opens with the chapter about global development, including market overview, trends, international comparisons and news about major players.
- In the following chapters provide information on M-Commerce in the regions. The regions are presented in the order of descending B2C E-Commerce sales.
- Regional development is presented first, where available. The countries within the regions are also presented in the order of descending B2C E-Commerce sales.
- For the countries the following information was presented, where available: M-Commerce sales, share of M-Commerce on total B2C E-Commerce sales, mobile shopper penetration, devices used for shopping online, product categories purchased via mobile. Not each type of information was presented for each country. For selected emerging markets also information about mobile Internet penetration was included, as an indicator of potential for M-Commerce development.



Global M-Commerce 2015: Smartphones & Tablets

Frequently Asked Questions

WHAT IS THE TARGET AUDIENCE FOR THE MARKET REPORTS?

The target group of our B2C E-Commerce reports are decision makers in top-management, for example from the departments E-Commerce, Business Development, Strategy, Marketing, etc. from large corporations worldwide.

WHAT TYPE OF RESEARCHERS ARE FINDING THE INFORMATION FOR OUR MARKET REPORTS?

yStats.com employs multilingual researchers that research and filter all sources and translate the relevant information into English. This ensures that the content of the original sources is correctly interpreted.

WHERE CAN I SEE WHAT KIND OF INFORMATION IS INCLUDED IN THE MARKET REPORTS?

For every market report, a detailed Table of Contents is available, clearly stating what information is included. All Table of Contents can be found on our homepage and in the product brochures of the market reports.

HOW DO I ORDER A MARKET REPORT?

If you would like to order, please fill out the report order from the market report included in the relevant product brochure. Afterwards, please sign it and send it back to us by fax or e-mail.

HOW LONG DOES IT TAKE ME TO GAIN ACCESS TO THE REPORT?

In general, potential clients gain access to the report within a few hours after sending out the report order form.

IS IT POSSIBLE TO PURCHASE ONLY SELECTED PARTS FROM A MARKET REPORT?

In general, the market reports are only sold as a whole. However, if you are only interested in parts of the report, please contact us.

DO I HAVE TO PAY TAX IF I PURCHASE A REPORT?

Customers from Germany have to pay an additional tax rate of 19%. Customers from the European Union (EU) do not have to pay tax if they enter a valid VAT Identification Number into the report order form. Customers from non-EU countries do not have to pay tax. Moreover, tax has to be paid for all private purchases from the EU.

HOW MANY EMPLOYEES OF MY COMPANY HAVE ACCESS TO THE REPORTS?

We offer different licensing options. Single User Licenses mean that only one user from an organization can access the report. A Site License, allowing all users within a given geographical location to access the report, is available for double the price. Global Site Licenses, allowing access to all worldwide users of an organization, are available for triple the price.

DO YOU OFFER DISCOUNTS?

If you are interested in purchasing several reports, please contact us. We will consider the possibility of bundle pricing.

WHAT SOURCES ARE USED FOR THE MARKET REPORTS?

The reports are all based on reliable sources including national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other sources.

WHAT TYPE OF ANALYSTS ARE WRITING THE MARKET REPORTS?

After the information is researched, it is further analyzed by our international team of research analysts. These analysts have a long experience in the field of E-Commerce research, and they understand the specifications of the market.

IS THE INFORMATION IN THE MARKET REPORTS COMPARABLE FROM COUNTRY TO COUNTRY?

Due to the fact that the information included in the market reports is derived from different sources, some information is not comparable across countries. Different sources mostly have different definitions.

IN WHAT FORMAT ARE THE MARKET REPORTS DELIVERED?

The market reports are delivered in PowerPoint and PDF format. If a different format is needed, please contact us before the purchase. It would also be possible to order printed versions of the reports for a slightly higher price.

IS THE REPORT SENT TO MY EMAIL?

In general, we provide customers with access to our website. After logging in, the customer can download the report as PowerPoint and PDF files.

HOW CAN I PAY FOR THE MARKET REPORT?

An invoice issued by yStats.com can be paid either by bank transfer or by PayPal. Bank transfer usually takes a few working days, while with PayPal, the money is transferred immediately.

REGARDING THE TIMING, WHEN WILL AN UPDATE OF A MARKET REPORT BE PUBLISHED?

In general, the market reports are published on a yearly basis. For further information, please take a look at the report overview, which includes a list of the reports we plan to publish in 2014. If you would like to be informed as soon as the update is published, please inform us.

I HAVE A RESEARCH REQUEST THAT CANNOT BE ANSWERED THROUGH THE MARKET REPORTS. ARE THERE ANY FURTHER PRODUCTS?

If you require further information, we also offer "Customized Research" on all sectors and countries worldwide. After a detailed briefing, we conduct pre-research and provide potential customers with an offer.

DO YOU OFFER AN ANNUAL SUBSCRIPTION TO THE MARKET REPORTS?

Yes. Our product "Full Access Global E-Commerce Reports" gives customers access to all our E-Commerce market reports. Furthermore, access to all the market reports we publish during the subscription period is guaranteed.



Global M-Commerce 2015: Smartphones & Tablets

Quotes of our Customers

Travis Witteveen
Chief Operating Officer – Markets and Operations
Avira GmbH: Leading European Software Company

“As a company that operates on a global level, the research results that yStats.com provides represent significant added benefit for us. The comprehensive analyses are executed quickly and flexibly. Furthermore, they are a reliable resource for helping us to make strategic decisions.”

Iris Stöckl
Director Investor and Public Relations
Wirecard AG: Leading E-Banking Company

“The flexibility that yStats.com offers ensures that we always receive analyses, data and reports that match our needs. Fast, objective and to the point!”

Steve Rotter
Vice President of Marketing
Brightcove, Inc.: Leading Online Video Company

“yStats.com quickly and flexibly compiles the information we require. Regardless of whether we need local or transnational data, we always get the best results from yStats.com!”

Dr. Marcus Ackermann
Member of the Executive Board
Bonprix: Leading Online Shopping Company

“When we need the latest trends and statistics on the retail, homeshopping and e-commerce market, we turn to yStats.com. yStats.com turns the data into concise information that is objective and reliable. yStats.com delivers a cost-efficient and time saving research service for our company

Selected References

Internet, Consulting, Retail, Finance and Other Companies

Internet

- Google
- Amazon
- eBay
- Avira
- Skype
- Digital River
- First Data
- Citrix Online
- Wirecard
- 1 & 1
- Skrill / Moneybookers
- Deutsche Telekom
- CyberSource
- bwin Interactive Entertainment
- Brightcove

Consulting

- Boston Consulting Group
- Deloitte
- Bain & Company
- Accenture

Retail

- OTTO Group
- Costco
- Tchibo Direct
- Diesel

Finance

- Goldman Sachs
- Credit Suisse
- Morgan Stanley
- Bank of America Merrill Lynch
- Citigroup
- Oppenheimer & Co.

Other

- Red Bull
- BASF
- Lego
- Beiersdorf
- Xerox



Global M-Commerce 2015: Smartphones & Tablets

Selected Published Reports

Report	Publication Date	Price (excl. VAT)*
Europe M-Commerce Snapshot 2015	March 2015	€ 950
Asia-Pacific M-Commerce Snapshot 2015	March 2015	€ 950
Global Mobile Payment Methods 2014	December 2014	€ 3,450
Global Online Payment Methods: Full Year 2014	March 2015	€ 3,950
Europe Online Payment Methods: Full Year 2014	March 2015	€ 1,950
Asia-Pacific Online Payment Methods: Full Year 2014	March 2015	€ 950
Latin America Online Payment Methods: Full Year 2014	March 2015	€ 950
Middle East B2C E-Commerce Market 2015	March 2015	€ 1,950
MENA B2C E-Commerce Market 2015	March 2015	€ 2,450
UAE B2C E-Commerce Market 2015	March 2015	€ 750
Africa B2C E-Commerce Market 2015	February 2015	€ 1,750
Brazil B2C E-Commerce Market 2014	December 2014	€ 950
Latin America B2C E-Commerce Market 2014	December 2014	€ 2,450
Eastern Europe B2C E-Commerce Market 2014	October 2014	€ 1,950**
Russia B2C E-Commerce Market 2014	October 2014	€ 950
Asia-Pacific B2C E-Commerce Market 2014	August 2014	€ 3,950**
South East Asia B2C E-Commerce Market 2014	July 2014	€ 2,950**
China B2C E-Commerce Market 2014	June 2014	€ 750**
Global Clothing B2C E-Commerce Market 2015	January 2015	€ 3,450
Global Online Payment Methods: Second Half 2014	December 2014	€ 2,950**
Global B2C E-Commerce Delivery 2014	May 2014	€ 2,950**
Global Cross-Border B2C E-Commerce 2014	April 2014	€ 2,950**
Global M-Commerce 2014: Smartphones & Tablets	March 2014	€ 750**
Global Mobile Gaming Market 2014	February 2014	€ 750**
Global Online Gaming Market 2014	February 2014	€ 950**

*Single User License
**Reflects Discounted Price

Future Reports

Report	Planned Date	Price (excl. VAT)
Omnichannel Trend in Global B2C E-Commerce and General Retail 2015	March 2015	€ 950



Global M-Commerce 2015: Smartphones & Tablets

Report Order Form

PLACE YOUR ORDER OFFLINE

- Scan and email this form to order@ystats.com
- Fax us at + 49 40 39 90 68 51 using this form

PLACE YOUR ORDER ONLINE

- All our reports are also available for purchase online in our Online Shop.

CHOOSE YOUR REPORT(S) AND LICENSE* TYPE(S)

Please confirm the license type and reports:

Report Title	Publication Date	Price (€)	SINGLE USER LICENSE	SITE LICENSE	GLOBAL SITE LICENSE
_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		TOTAL			

CHOOSE YOUR PAYMENT METHOD

Choose Your Preferred Payment Method:

Credit Card

VISA MasterCard China UnionPay

CARD HOLDER _____
 CARD NUMBER _____
 EXP. DATE _____
 SECURITY CODE** _____

**If you prefer, this can be communicated over the phone or via secured e-mail communication.

Bank Transfer (offline orders only)

Bank Transfer information will be provided to you in the invoice you receive following submission of an Order Form offline.

PayPal

An invoice will be sent via e-mail to the e-mail address as listed in the contact details below. Payment via PayPal will be made available upon receipt of the invoice.

COMPLETE YOUR CONTACT DETAILS

An Invoice will be sent to your company

TITLE _____	FIRST NAME, LAST NAME _____	JOB TITLE _____
COMPANY _____	E-MAIL _____	PHONE _____
FAX _____	STREET _____	CITY _____
STATE/PROVINCE _____	COUNTRY _____	POSTAL CODE _____

SIGNATURE _____

HOW DID YOU FIND US?

- Search Engine (Google, Bing etc.)
- Print/Online Publication
- Press Release
- Facebook/Twitter
- LinkedIn/XING
- Personal Recommendation
- Others _____

EU COMPANIES MUST SUPPLY VAT NO. _____
 PURCHASE ORDER NO. (IF REQUIRED) _____
 ORDER DATE _____

All orders are subject to the Terms & Conditions contained on our website. All reports are provided in PDF and PowerPoint formats. yStats.com may contact you in the future about receiving our free newsletter or other mailing. If you do not wish to be contacted, please advise us accordingly. Your contact information will not be sold or shared with other organizations.

* Please be advised that when purchasing a report, you have the option to choose between a Single User License (allowing one single user access to the report), a Site License (allowing up to 10 users in a particular geographic location access to the report), or a Global Site License (allowing up to 10 users of a company worldwide to access the report). Please choose the license that suits your needs best. Failure to comply with our Terms and Conditions with respect to appropriate license usage may result in legal action.



Global M-Commerce 2015: Smartphones & Tablets

TERMS AND CONDITIONS

yStats.com GmbH & Co. KG provides its services exclusively to contracting partners and users of its website according to Sec. 14 German Civil Code ("you") subject to the following Terms and Conditions. By visiting our website, shopping at the online store provided by yStats.com, or placing an order offline for any of our products, subscriptions and services, you acknowledge that you are bound by the following Terms and Conditions, which are, unless explicitly agreed upon otherwise in writing, the entirety of the "Contract", as defined in 1.1, between yStats.com GmbH & Co. KG and you. Terms and Conditions are subject to change at any time without prior notice, based on the discretion of yStats.com GmbH & Co. KG, the most current of which are readily available on our website.

We herewith contradict any terms and conditions of purchase by our customers which will not become part of the Contract.

1. SCOPE

1.1 The following terms and conditions apply to our entire contract (the "Contract") between yStats.com GmbH & Co. KG (hereinafter also referred to as "we" or "us") with our customers regarding (i) the purchase of our reports both on- and offline, (ii) custom research services, (iii) full access subscriptions, and (iv) any other contracts between us and our customers executed with reference to these terms and conditions (any reports and other services and products which we may make available to the customer under a Contract hereinafter the "products").

1.2 Agreements contrary to these terms and conditions require our express written confirmation. Deviations between these terms and conditions and the contents of the Order Form will be accepted if and only if expressly agreed upon by both our customer(s) and us in writing, limited to the case of custom research orders, at which point the contents of the Order Form shall prevail.

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 purchaser 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 5.3 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 any E-Commerce reports within the scope of your chosen subscription (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 may use those reports as a "Global Site License" in accordance with Section 5.3 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. TERMS OF PAYMENT

4.1 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.

4.2 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.

4.3 For all services that go beyond the scope as agreed under the Order Form, a reasonable 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.

4.4 We will send our Invoice to you upon execution of the Contract, unless agreed otherwise in the Order Form. In the event that you order our product "Full Access Subscription", we will send our Invoice for the first contract year upon execution of the Contract. Any Invoice(s) for any subsequent contract year(s), will be sent to you upon commencement of each contract year.

4.5 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 research orders, in which structured payment terms will be outlined on the Order Form.

4.6 All customers' rights of retention or set-off are hereby excluded to the extent that they are not based on the same contractual relationship. Retentions or set-offs are allowed only if the customer's claim is undisputed, has become unappealable or is ready for decision.

4.7 In the event of a customer's default in payment or other apparent credit unworthiness, 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 petition in bankruptcy or composition proceedings.

5. INTELLECTUAL PROPERTY RIGHTS AND INDEMNITIES

5.1 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, reproduce, 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.

5.2 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.

5.3 Upon delivery of the product(s) to you and payment of the agreed fee, you obtain a non-exclusive, non-transferable, perpetual right to use the products provided for your internal purposes or any additional purposes set out in the Order Form.

5.4 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. TECHNICAL INFORMATION

6.1 We shall provide our products in the following standardized data formats: PowerPoint and PDF. For custom research reports, Excel documents may also be provided, upon request.

6.2 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.

6.3 Upon successful processing of payment, purchases made via the online shop will be immediately available to download. For all offline purchases, upon successful processing of payment, you will receive the requested product(s) and service(s) in the aforementioned standardized data formats, and all additional data pertaining thereto within two (2) business days.

7. DEFECTS AS TO QUALITY

7.1 No claims for defects as to quality are triggered by insignificant discrepancies between our products and services and the warranted quality or fitness for use.

7.2 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 assessment of the market situation or the failure to recognize a business action's merit.

7.3 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.

7.4 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.

7.5 Claims for damages and the reimbursement of expenditures are further subject to Section 9.

8. LEGAL DEFECTS

8.1 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 contractual requirements.

8.2 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.

8.3 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.

8.4 Upon our request, the Customer shall assist us with the defense against third party claims according to this section 8, with each of the Parties bearing the costs of the use of its own personnel and counsel.

8.5 Claims the Customer may hold for legal defects expire in accordance with Section 7.4.

8.6 Claims for damages and the reimbursement of expenditures are further subject to Section 9.

9. LIABILITY

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

9.2 Besides Section 9.1, 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 outcome of performance.

9.3 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.

9.4 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.

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

9.6 Claims for the reimbursement of expenditures and other liability claims asserted by the Customer against us are subject to sections 9.1 through 9.5.

10. CONFIDENTIALITY

10.1 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 indirectly, 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 confidentiality 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.

10.2 We may use your company name and logo as a reference so long as no contractual details are divulged.

11. JURISDICTION, GOVERNING LAW, MISCELLANEOUS

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

11.2 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 Hamburg. Governing law is German law under exclusion of the CISG.

