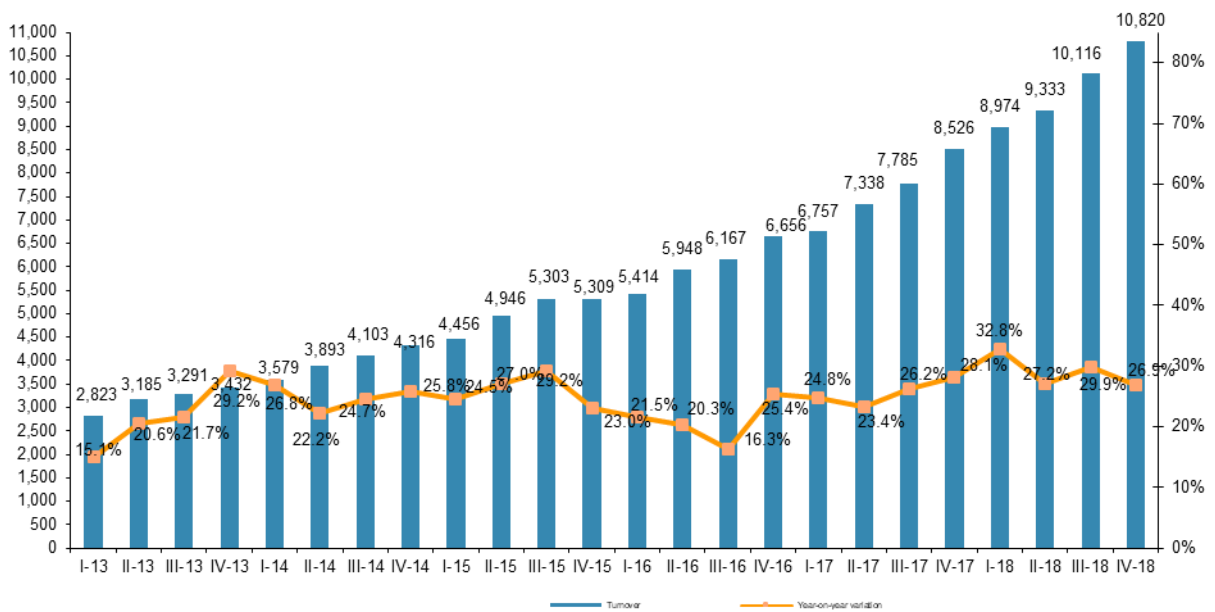


PRESS RELEASE

E-commerce close to €40 billion in Spain in 2018- up 29% from last year

Madrid, 10th July 2019.- E-commerce turnover in Spain has increased in the fourth quarter of 2018 with a year-on-year growth of 26.9% to total 10.820 billion euros, according to the latest e-commerce data available on the [CNMCData](http://www.cnmc.es) website.

QUARTERLY TREND IN E-COMMERCE TURNOVER AND YEAR-ON-YEAR VARIATION (millions of euros and percentage)

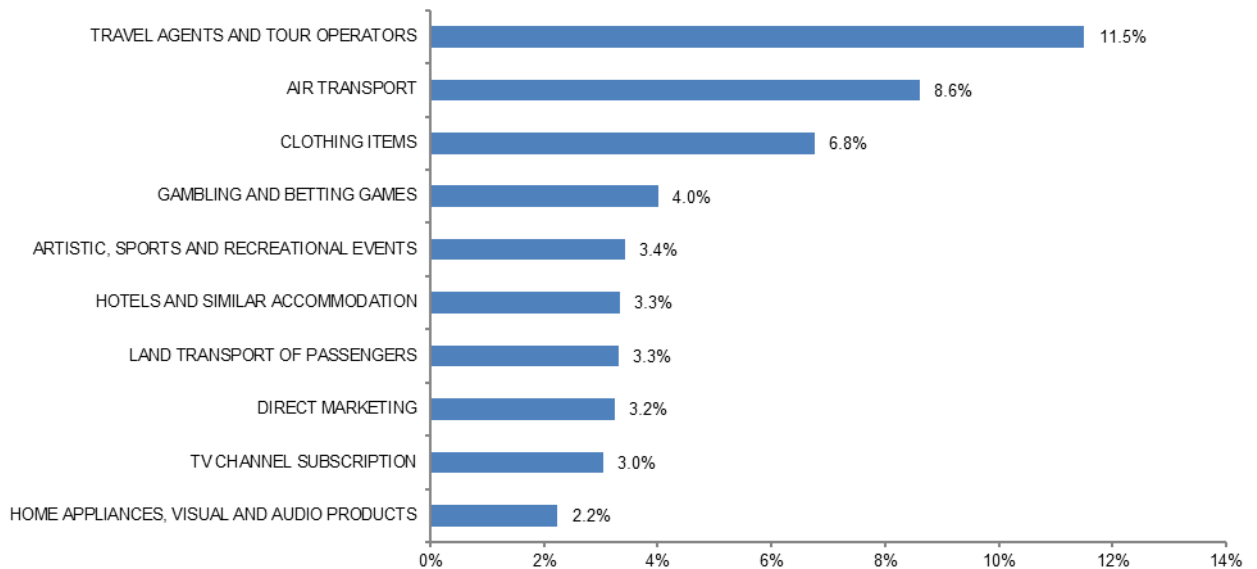


Source: CNMC

The activity sectors with the highest revenue were travel agencies and tour operators, with 11.5% of the total turnover; followed by air transport, with 8.6%, and clothing items taking third place with 6.8%.

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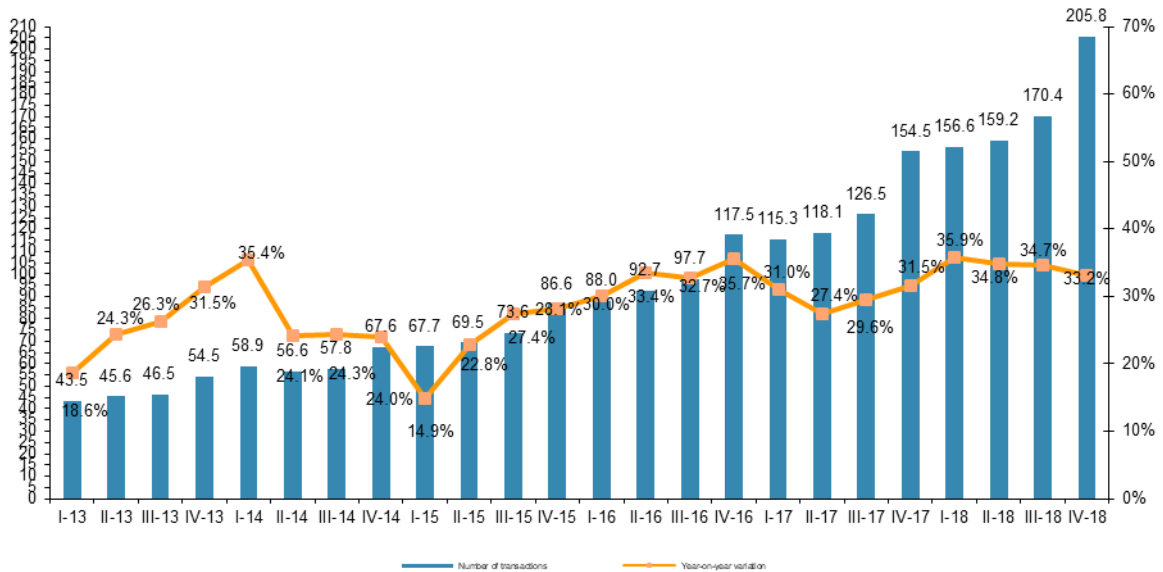
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER (IV-18, percentage)



Source: CNMC

As regards the number of transactions, in the fourth quarter of 2018 more than 205 million transactions were registered - up 33.2%. Land transport of passengers lead the ranking in terms of sales (7.6%).

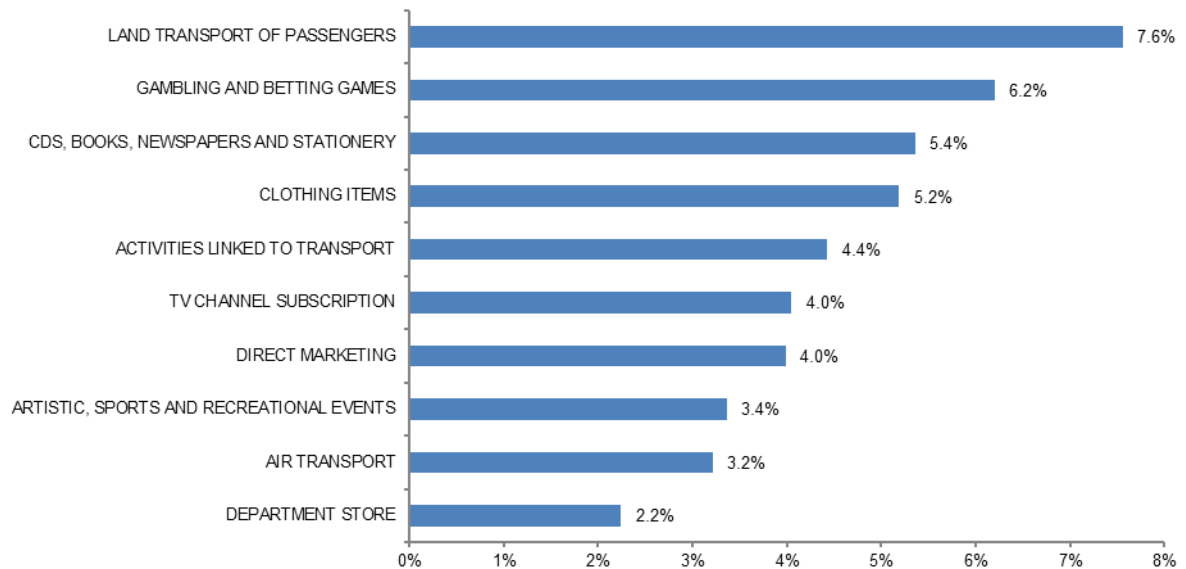
QUARTERLY TREND IN THE NUMBER OF E-COMMERCE TRANSACTIONS AND YEAR-ON-YEAR VARIATION (millions of transactions and percentage)



Source: CNMC

Reproduction permitted only if the source is cited.

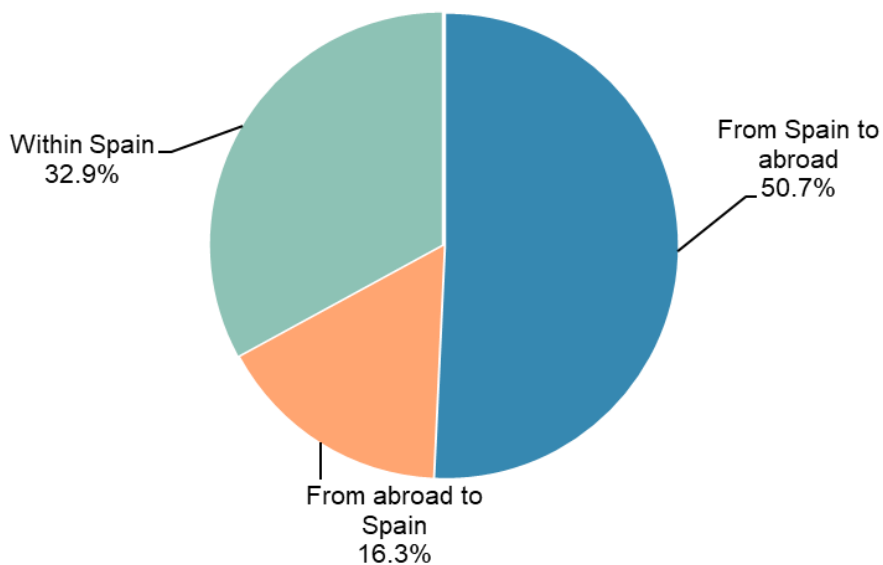
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TRANSACTIONS (IV-18, percentage)



Source: CNMC

In terms of geographical segmentation, Spanish e-commerce websites have earned 49.2% of the revenue from the fourth quarter of 2018. The remaining 50.7% corresponds to purchases originating in Spain carried out through e-commerce websites in foreign locations.

E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (IV-18, percentage)

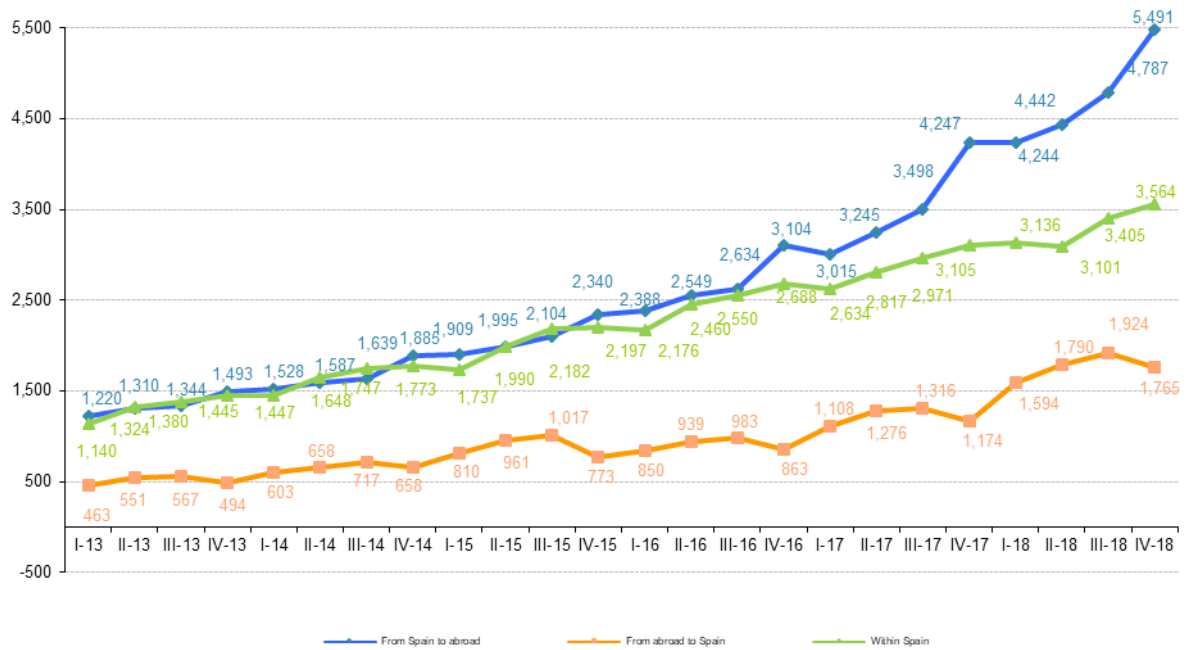


Source: CNMC

Reproduction permitted only if the source is cited.

The external balance (the difference between what is purchased on Spanish websites from foreign locations and what is purchased in Spain from foreign locations) shows a deficit of 3.726 billion euros.

QUARTERLY TREND IN E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (millions of euros)

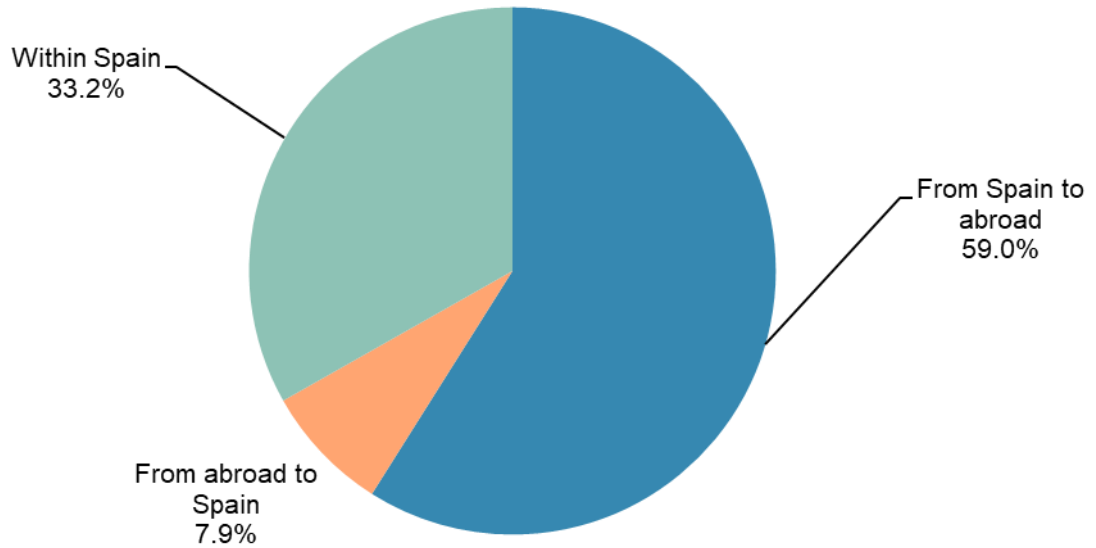


Source: CNMC

Broken down into number of transactions, 41.1% of sales were registered on Spanish websites and 59.0% on foreign websites.

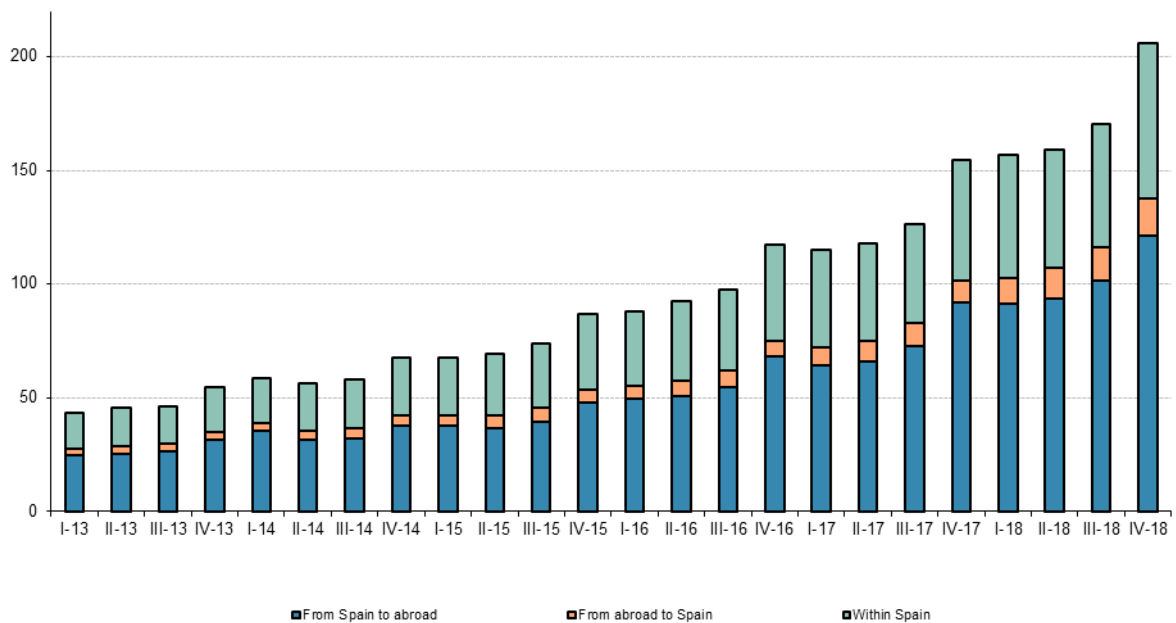
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NUMBER OF E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (IV-18, percentage)



Source: CNMC

QUARTERLY TREND IN E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (millions of transactions)

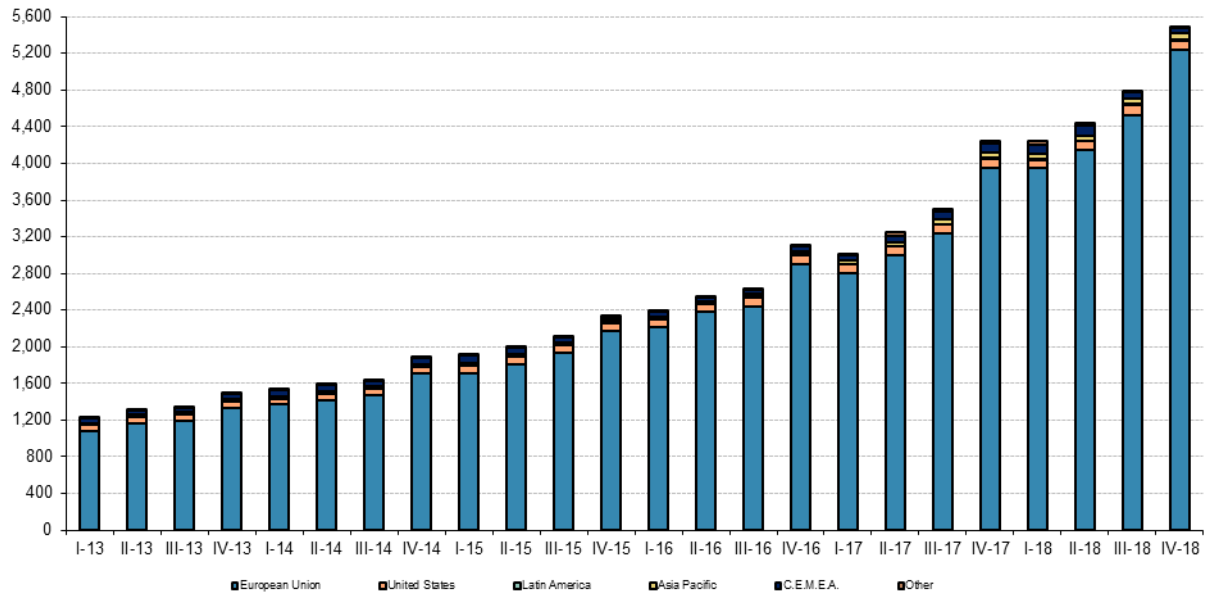


Source: CNMC

Reproduction permitted only if the source is cited.

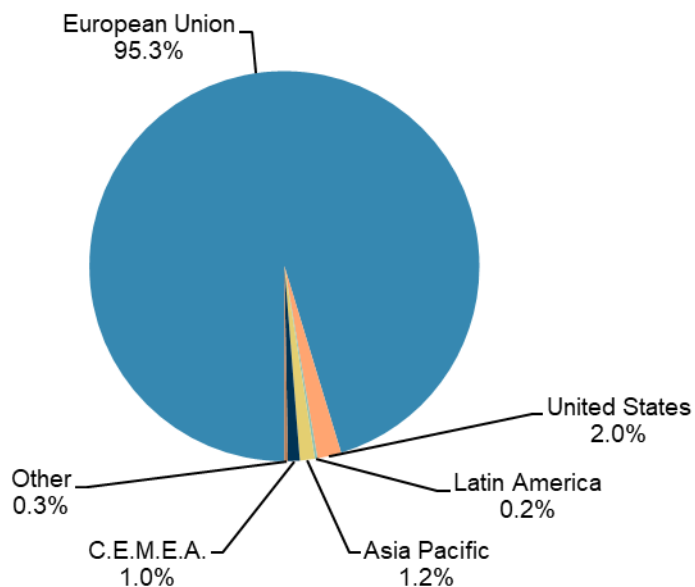
The turnover of transactions originating in Spain that were sent to foreign locations totalled 5.491 billion euros - up 29.3% on the figure from the fourth quarter of the previous year. 95.3% of purchases from Spain with destinations in foreign locations was sent to countries within the European Union.

QUARTERLY TREND IN E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS BY GEOGRAPHICAL AREA (millions of euros)



Source: CNMC

E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS BY GEOGRAPHICAL AREA (IV-18, percentage)

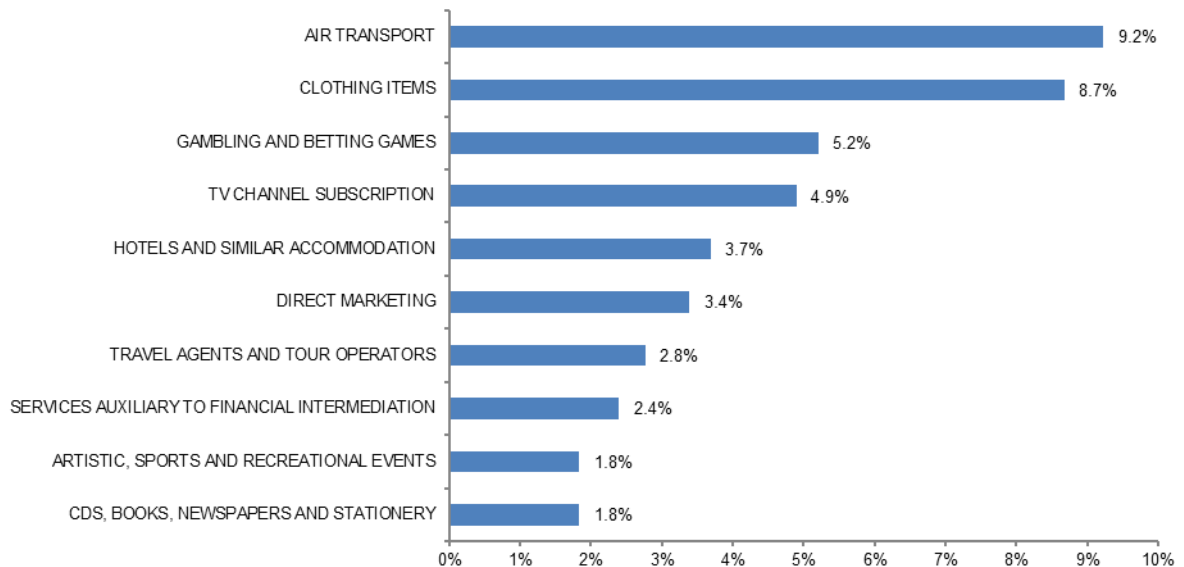


Source: CNMC

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The areas of activity with the greatest turnover from Spain sent to foreign locations are air transport (with 9.2%), clothing (8.7%), and gambling and betting games (5.2%).

THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS (IV-18, percentage)

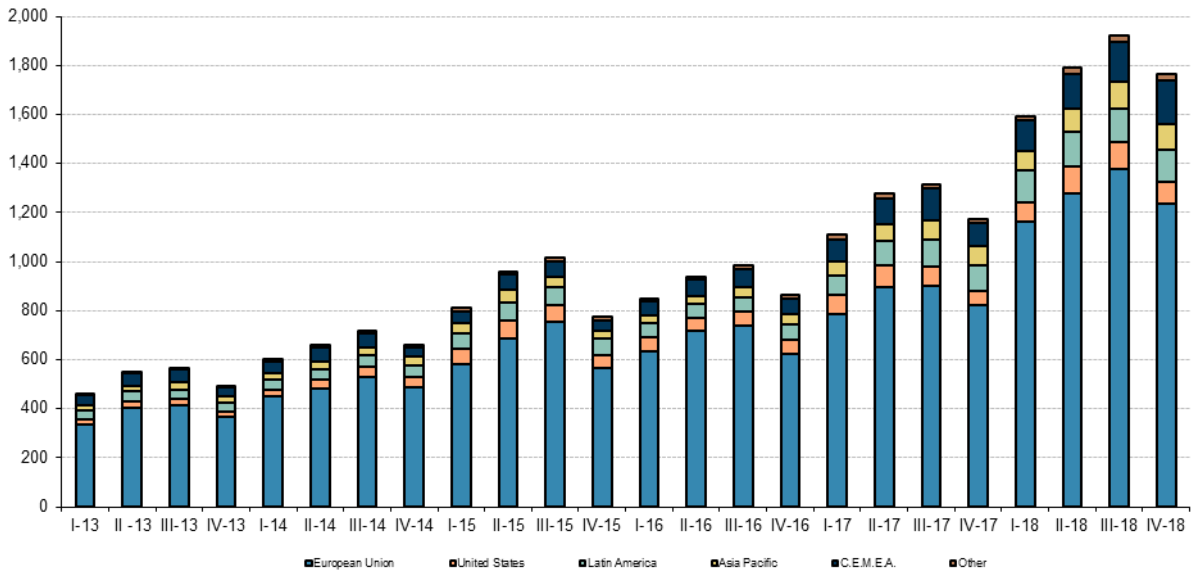


Source: CNMC

Meanwhile, sales from Spanish websites to foreign locations have reached a turnover of 1,765 million euros - up 50.3% on the figure from the fourth quarter of the previous year. 70.0% of purchases from foreign locations originated in countries within the European Union.

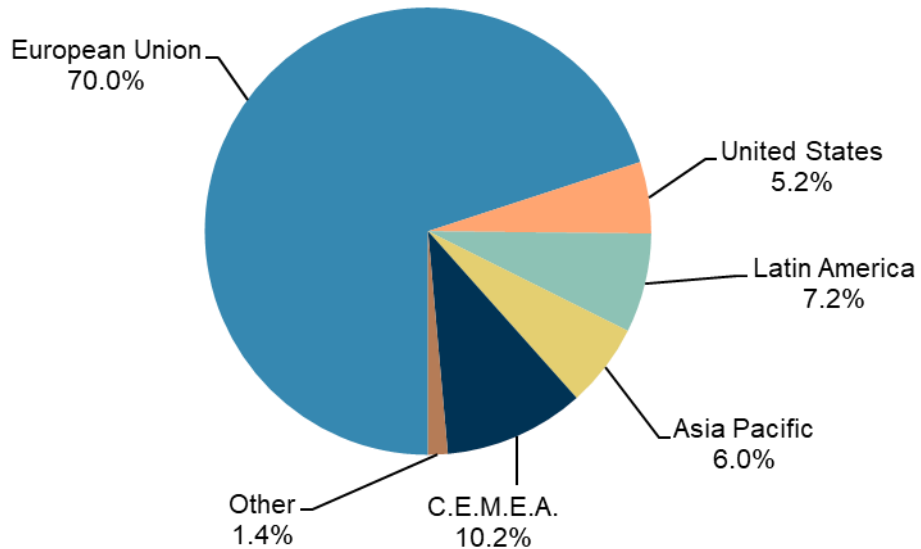
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QUARTERLY TREND IN E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (millions of euros)



Source: CNMC

DISTRIBUTION OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (IV-18, percentage)

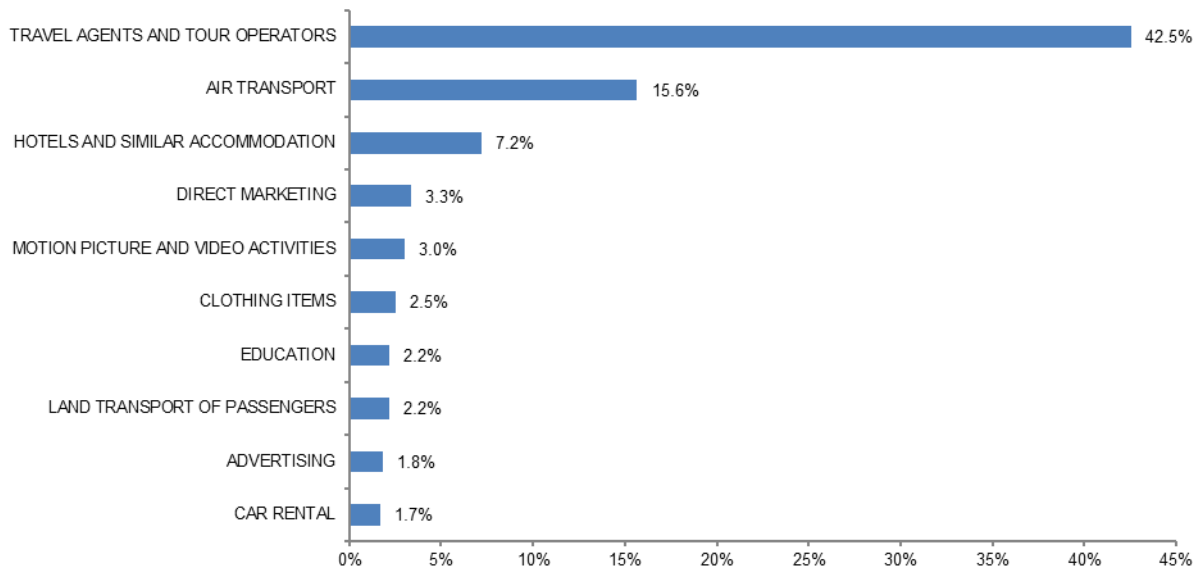


Source: CNMC

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Furthermore, areas of activity related with the tourism sector (including travel agencies, air transport, land transport, car rental and hotels) account for 69.2% of the purchases made on Spanish e-commerce websites from foreign locations.

THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN (IV-18, percentage)

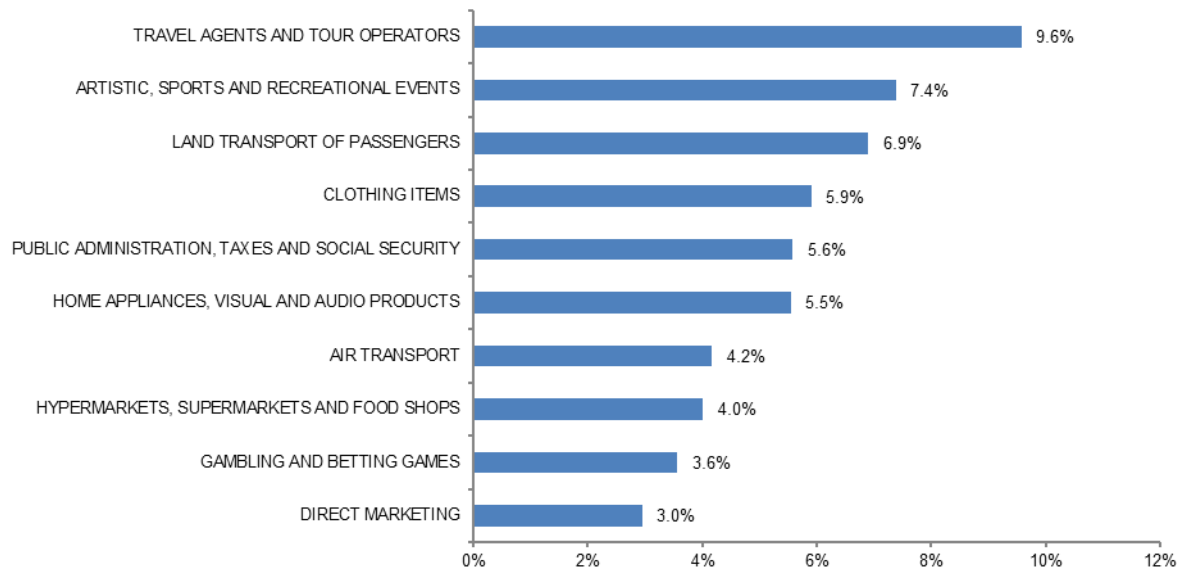


Source: CNMC

Revenue from e-commerce within Spain (purchases made in Spain on Spanish websites) experienced a year-on-year growth of 14.8%, reaching 3.564 billion euros. The tourism sector accounts for 21.9% of turnover within Spain, followed by artistic, sports and recreational events (7.4%) and clothing items (5.9%).

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THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER WITHIN SPAIN (IV-18, percentage)



Source: CNMC

More data on [CNMCData](#).

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