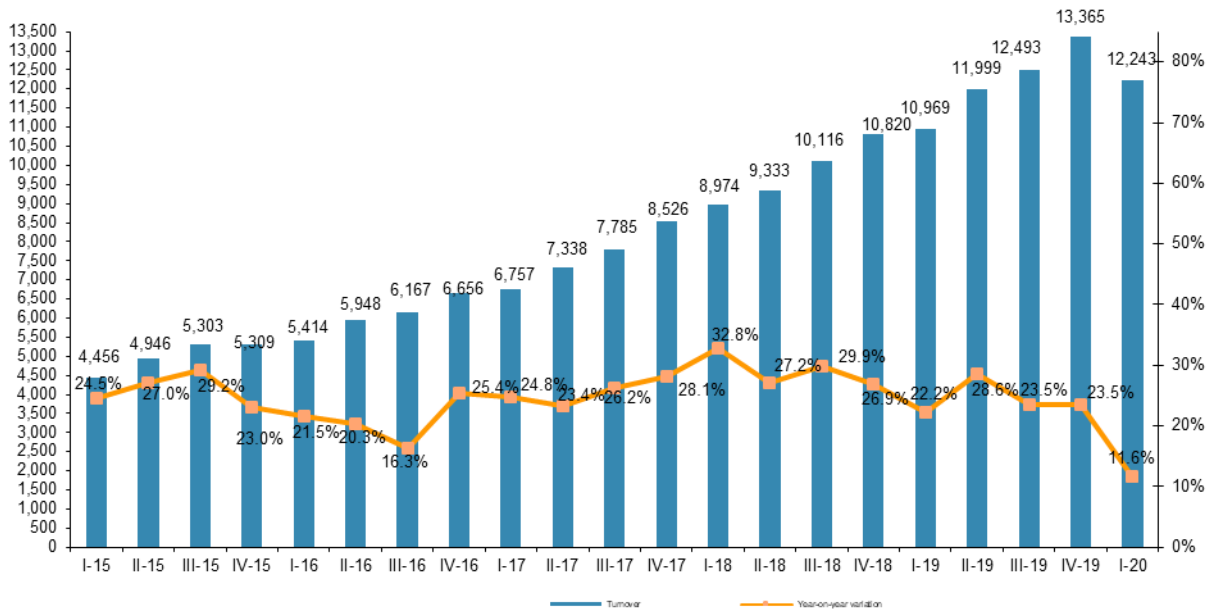


PRESS RELEASE

E-commerce exceeds 12.2 billion euros in Spain in the first quarter of 2020- up 11.6% from last year

Madrid, 02 October 2020. – E-commerce turnover in Spain has increased in the first quarter of 2020 with a year-on-year growth of 11.6% to total 12.243 billion euros, according to the latest e-commerce data available on the [CNMCData website](http://www.cnmc.es).

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

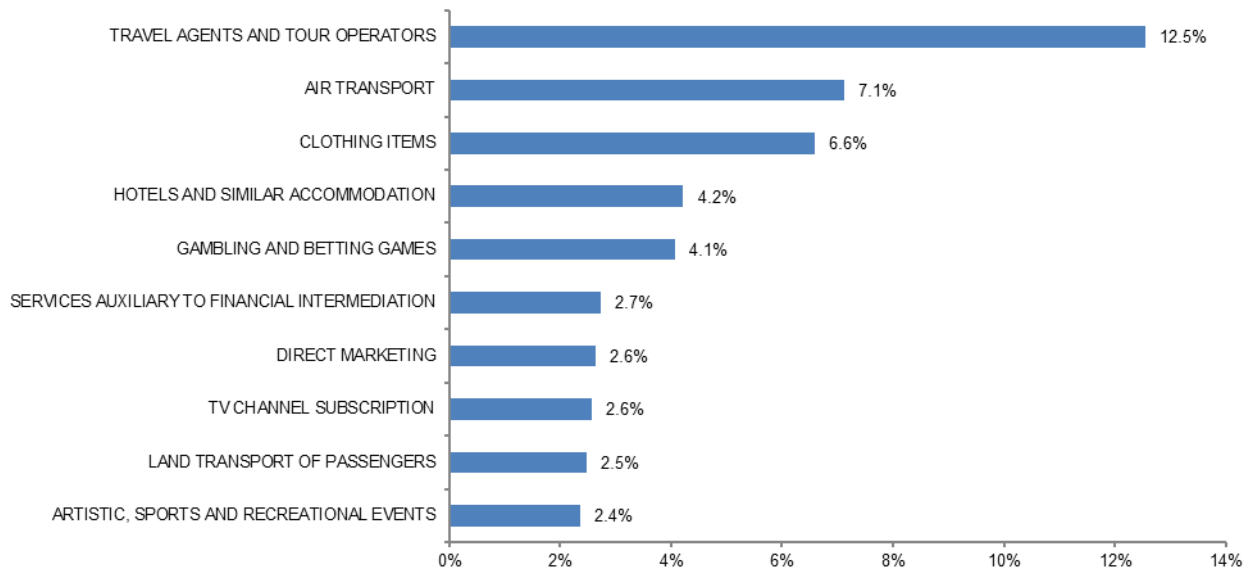


Source: CNMC

The activity sectors with the highest revenue were travel agencies and tour operators, with 12.5% of the total turnover; followed by air transport, with 7.1%, and clothing taking third place with 6.6%.

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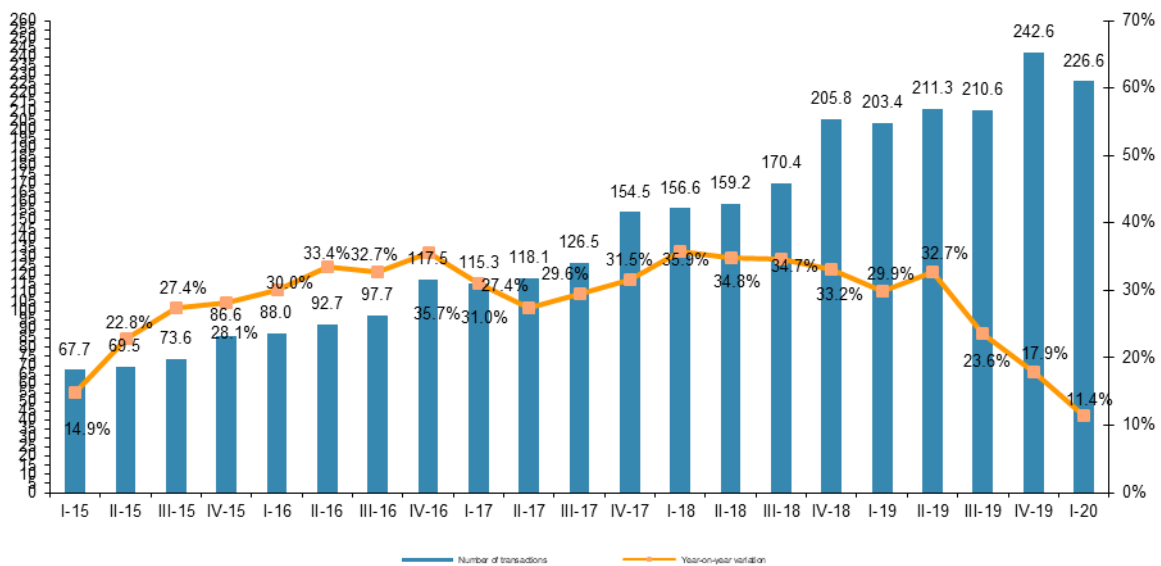
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER (I-20, percentage)



Source: CNMC

As regards the number of transactions, in the first quarter of 2020 more than 226 million transactions were registered - up 11.4%. Gambling and betting games lead the ranking in terms of sales (6.4%).

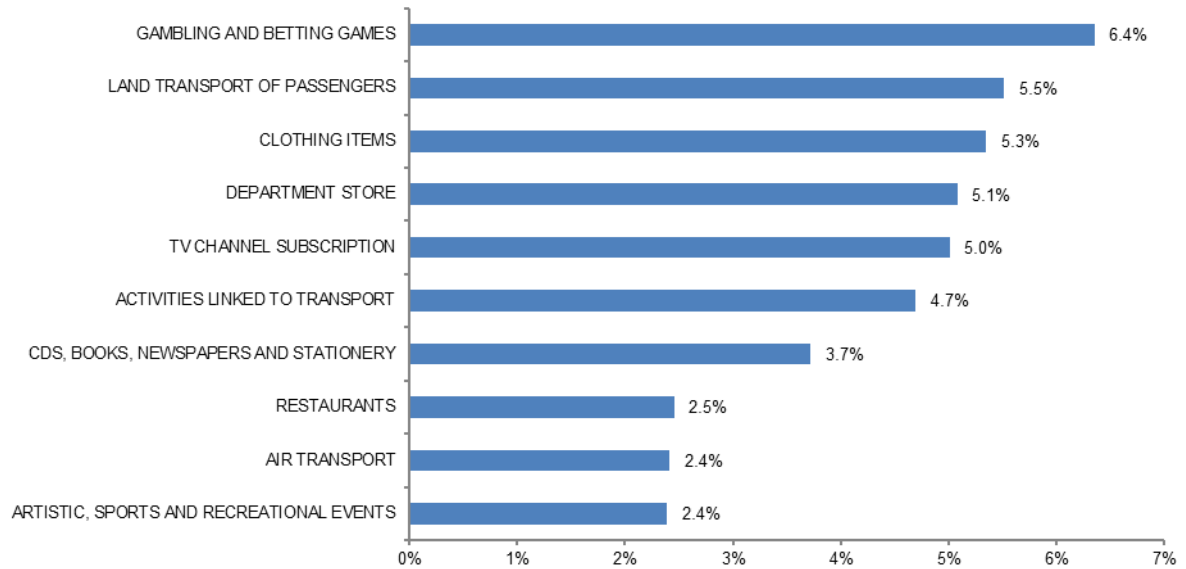
QUARTERLY TREND IN THE NUMBER OF E-COMMERCE TRANSACTIONS AND YEAR-ON-YEAR VARIATION (millions of transactions and percentage)



Source: CNMC

Reproduction permitted only if the source is cited.

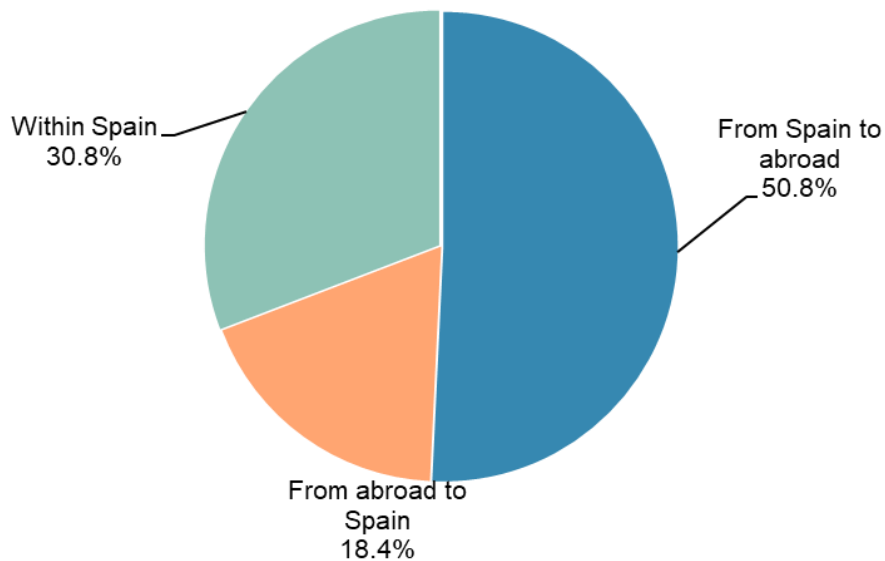
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TRANSACTIONS (I-20, percentage)



Source: CNMC

In terms of geographical segmentation, Spanish e-commerce websites have earned 49.2% of the revenue from the first quarter of 2020. The remaining 50.8% corresponds to purchases originating in Spain carried out through e-commerce websites in foreign locations.

E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (I-20, percentage)

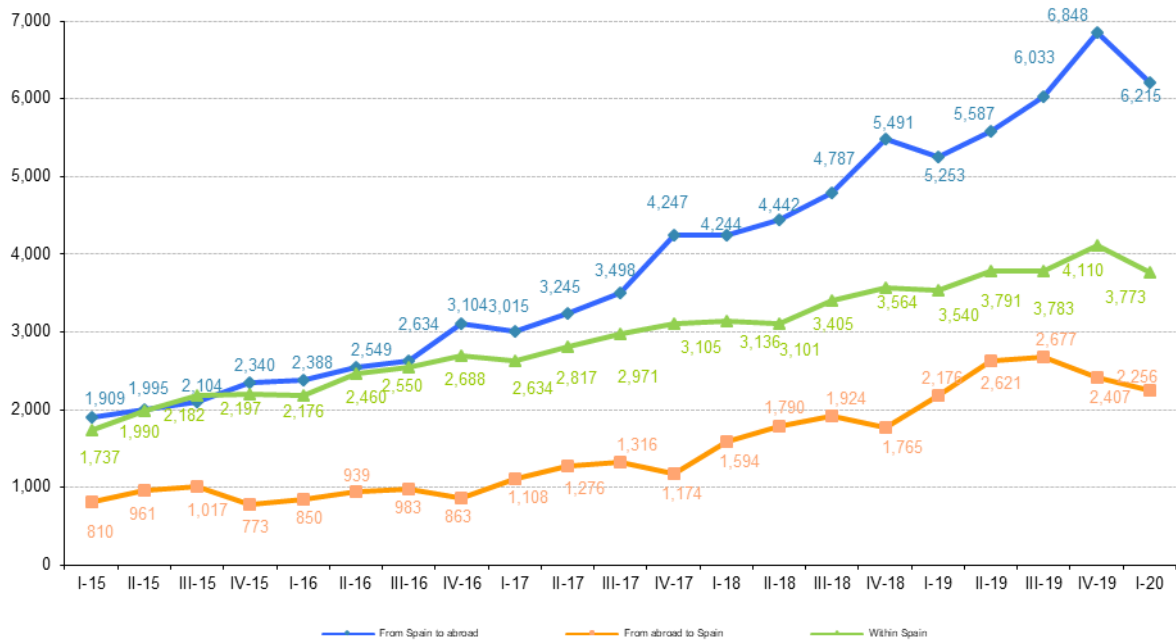


Source: CNMC

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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 3.959 billion euros.

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

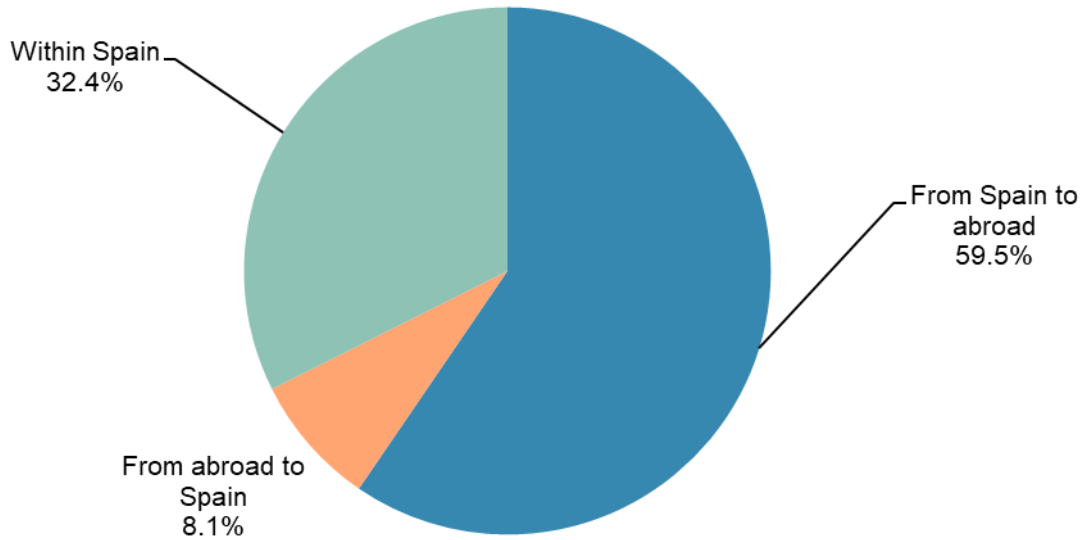


Source: CNMC

Broken down into number of transactions, 40.5% of sales were registered on Spanish websites and 59.5% on foreign websites.

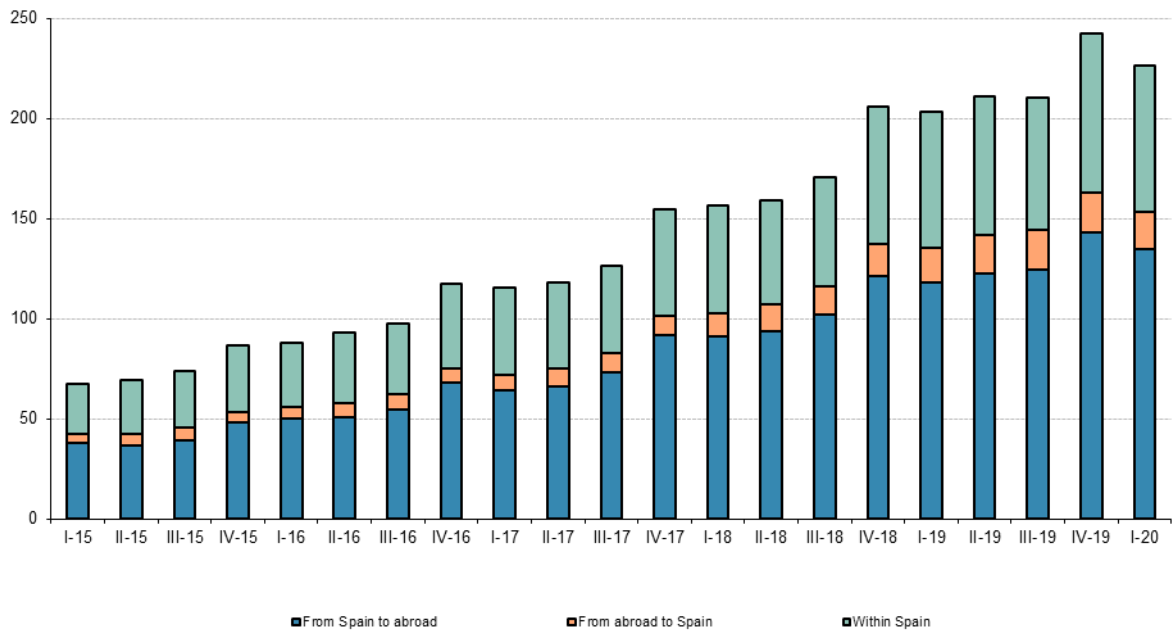
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NUMBER OF E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (I-20, percentage)



Source: CNMC

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

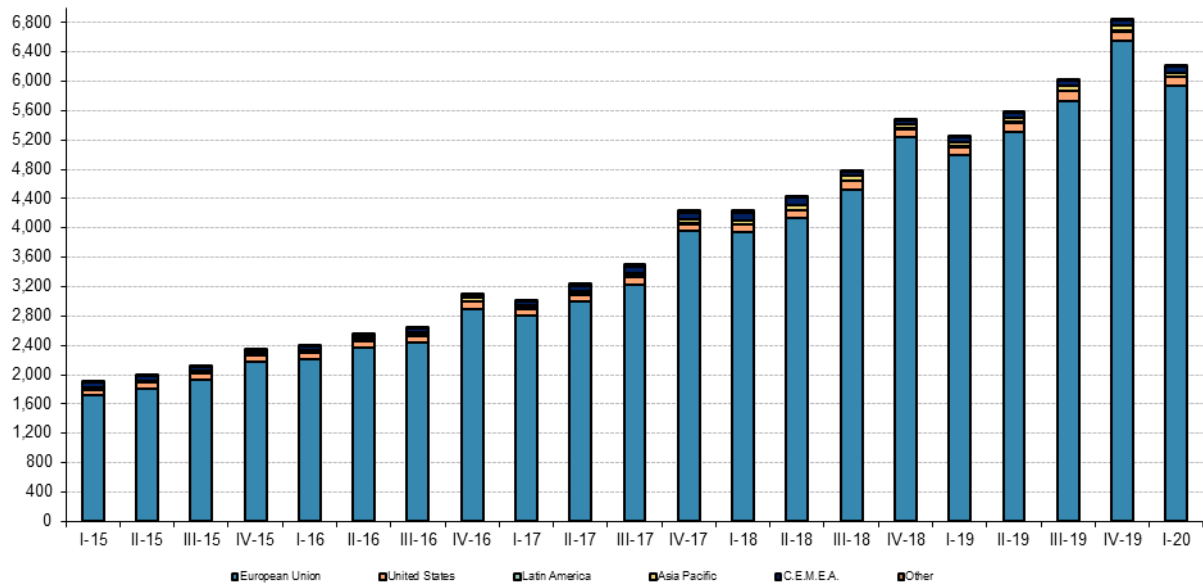


Source: CNMC

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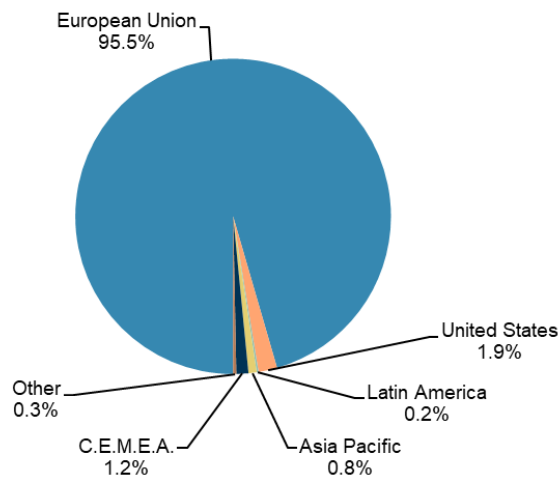
The turnover of transactions originating in Spain that were sent to foreign locations totalled 6.215 billion euros - up 18.3% on the figure from the first quarter of the previous year. 95.5% of purchases from Spain with destinations in foreign locations was sent to countries within the European Union¹.

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 (I-20, percentage)

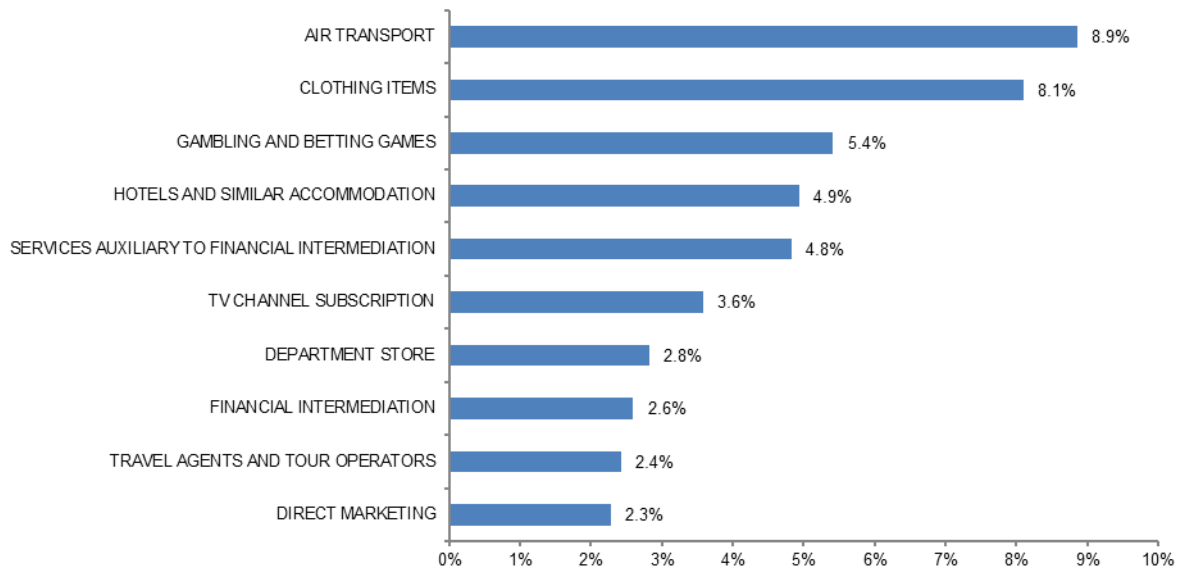


Source: CNMC

¹ Including the United Kingdom that left the European Union during the first quarter of 2020, specifically on January 31, 2020. *Reproduction permitted only if the source is cited.*

The areas of activity with the greatest turnover from Spain sent to foreign locations are air transport (with 8.9%), clothing (8.1%), and gambling and betting games (5.4%).

THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS (1-20, percentage)



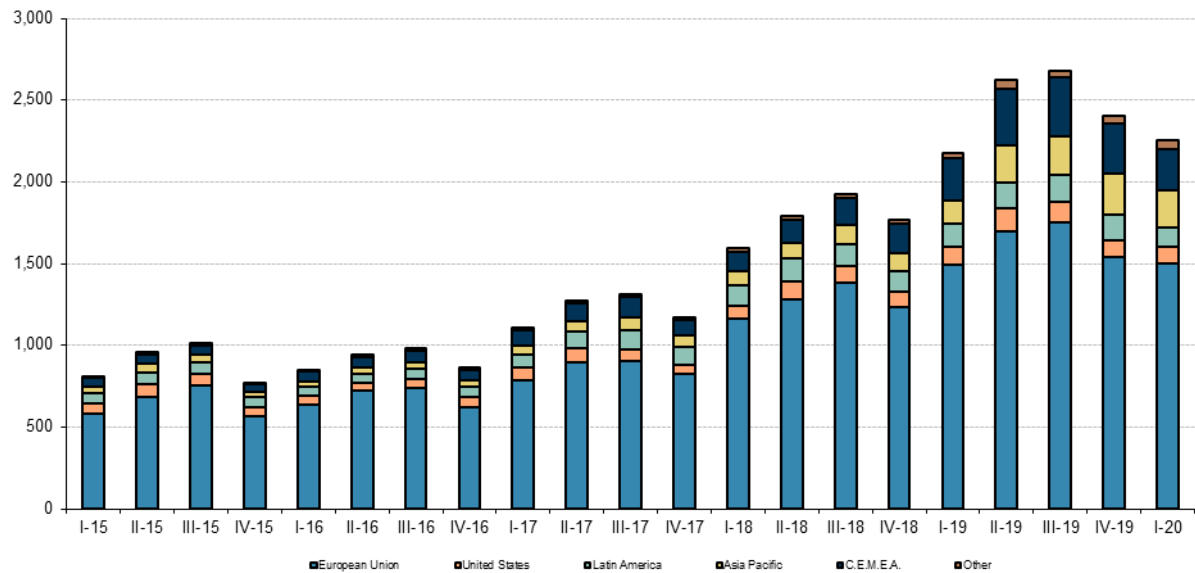
Source: CNMC

Meanwhile, sales from Spanish websites to foreign locations have reached a turnover of 2,256 million euros - up 3.6% on the figure from the first quarter of the previous year. 66.6% of purchases from foreign locations originated in countries within the European Union².

² See previous footnote.

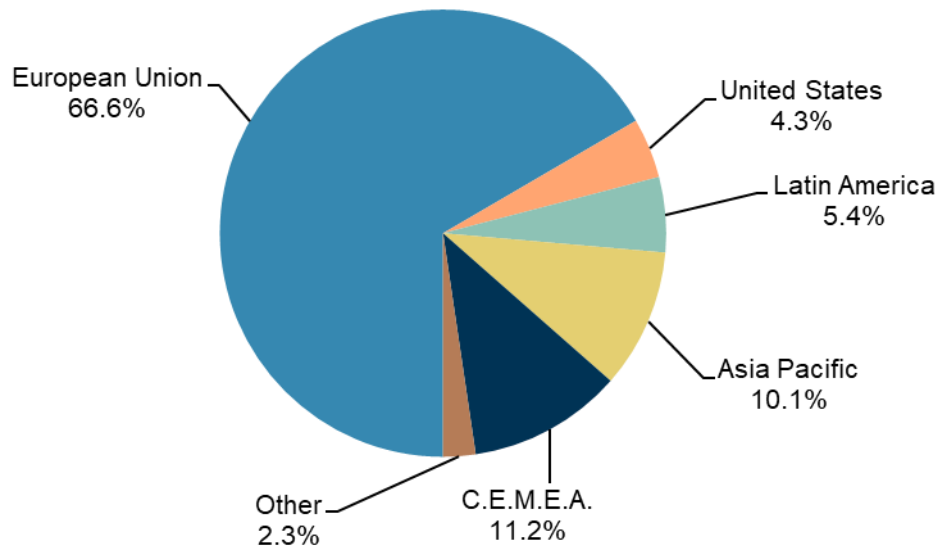
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QUARTERLY TREND IN E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (millions of euros)



Source: CNMC

DISTRIBUTION OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (I-20, percentage)

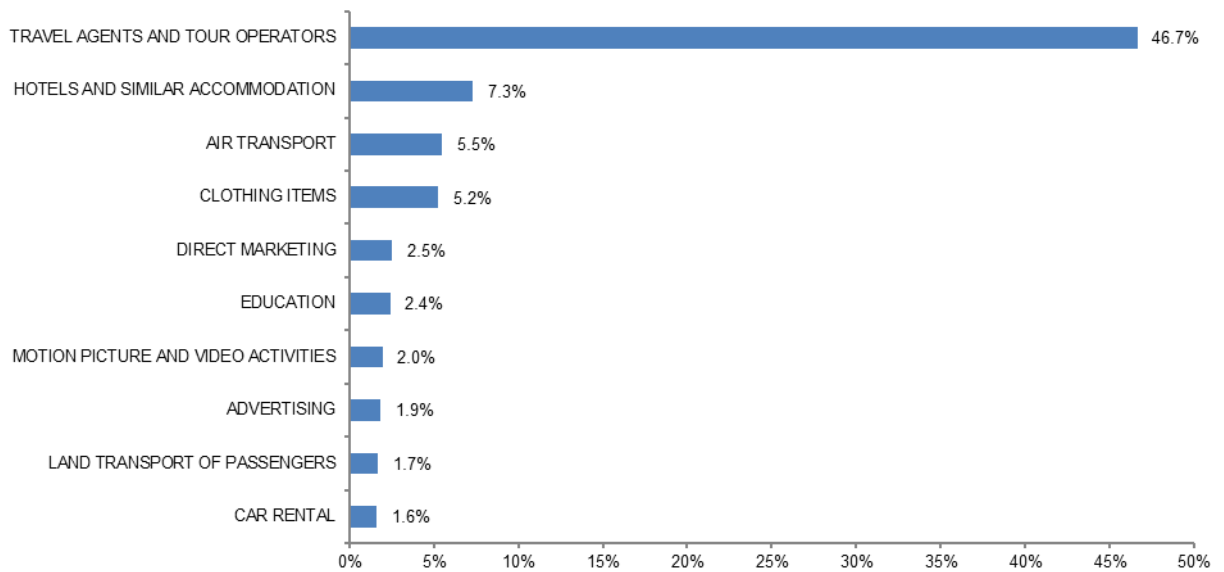


Source: CNMC

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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 62.8% 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 (1-20, percentage)

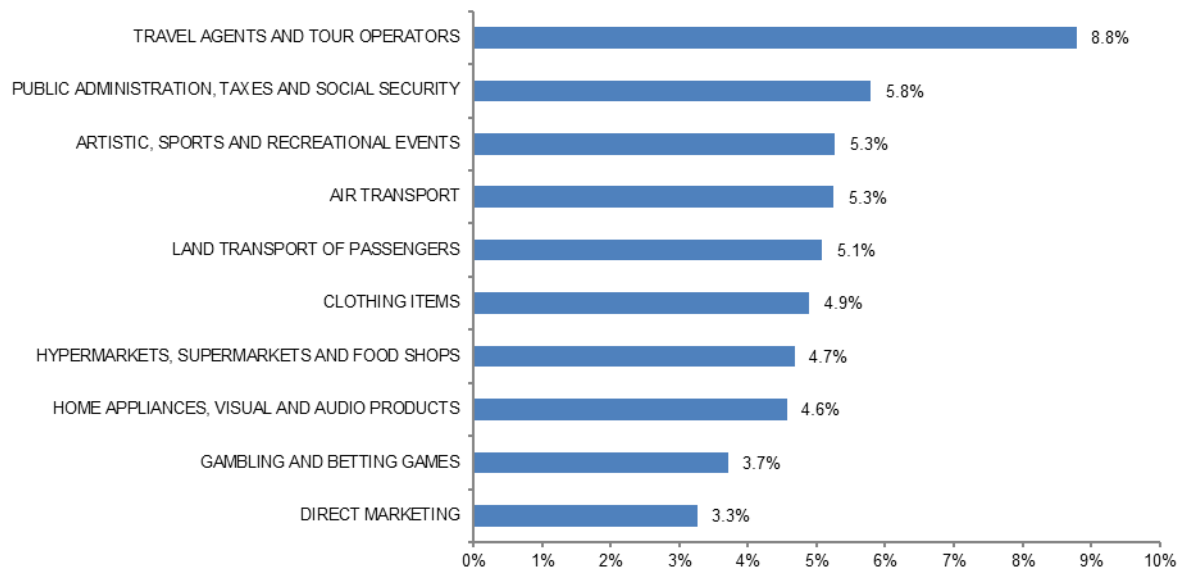


Source: CNMC

Revenue from e-commerce within Spain (purchases made in Spain on Spanish websites) experienced a year-on-year growth of 6.6%, reaching 3.773 billion euros. The tourism sector accounts for 20.6% of turnover within Spain, followed by public administration, taxes and social security (5.8%).

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THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER WITHIN SPAIN (1-20, percentage)



Source: CNMC

More data on [CNMCData](#)

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