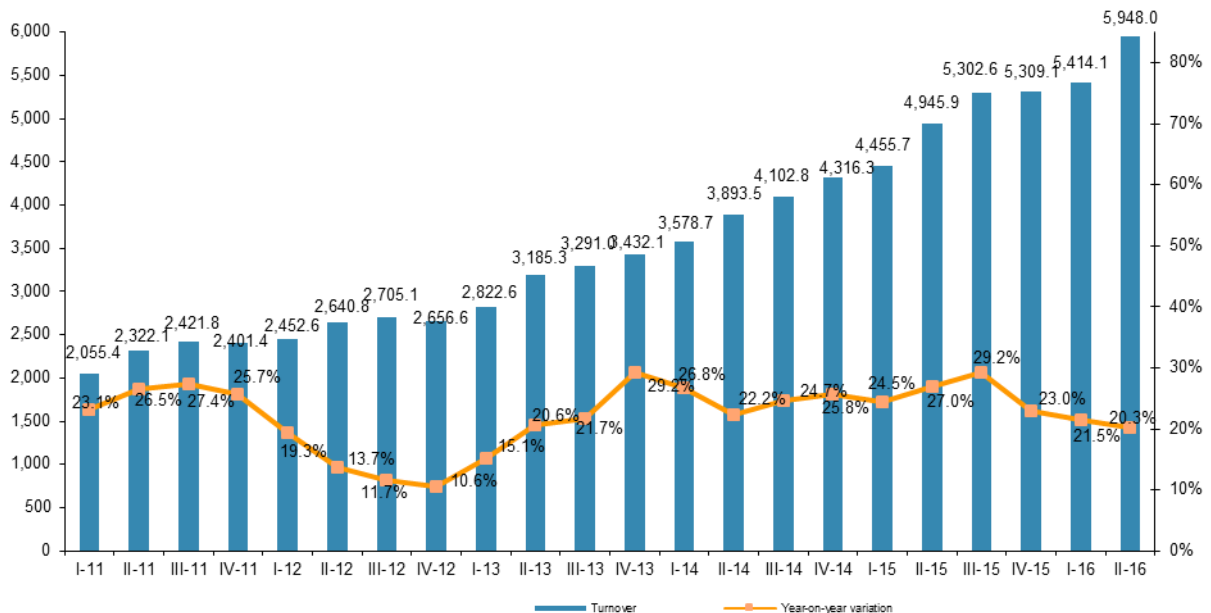


PRESS RELEASE

E-commerce exceeds 5.9 billion euros in Spain in the second quarter of 2016 - up 20.3% from last year

Madrid, 4 January 2017. – E-commerce turnover in Spain has increased in the second quarter of 2016 with a year-on-year growth of 20.3% to total 5.948 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)

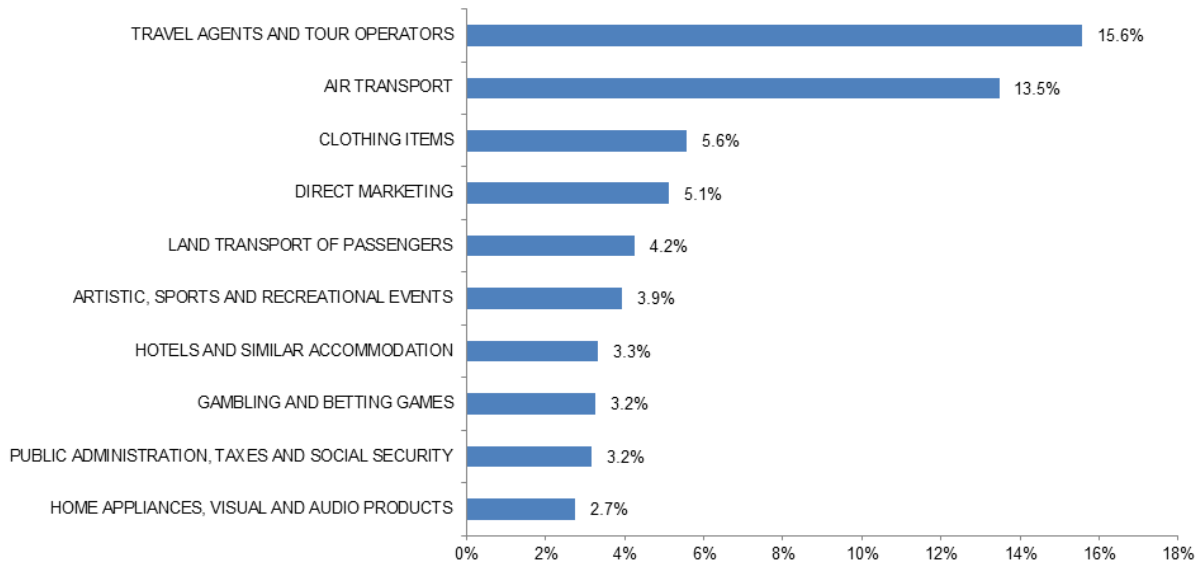


Source: CNMC

The activity sectors with the highest revenue were travel agencies and tour operators, with 15.6% of the total turnover; followed by air transport, with 13.5%, and clothing taking third place with 5.6%.

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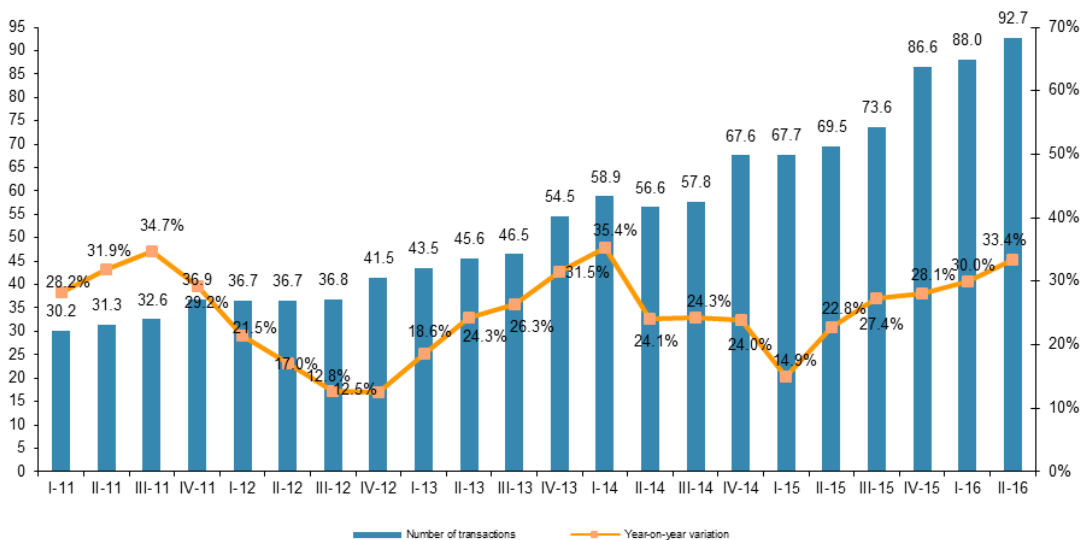
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER (II-16, percentage)



Source: CNMC

As regards the number of transactions, in the second quarter of 2016 more than 92 million transactions were registered - up 33.4%. Direct marketing and CDs, books, newspapers and stationery lead the ranking in terms of sales (10.6% and 6.4% respectively).

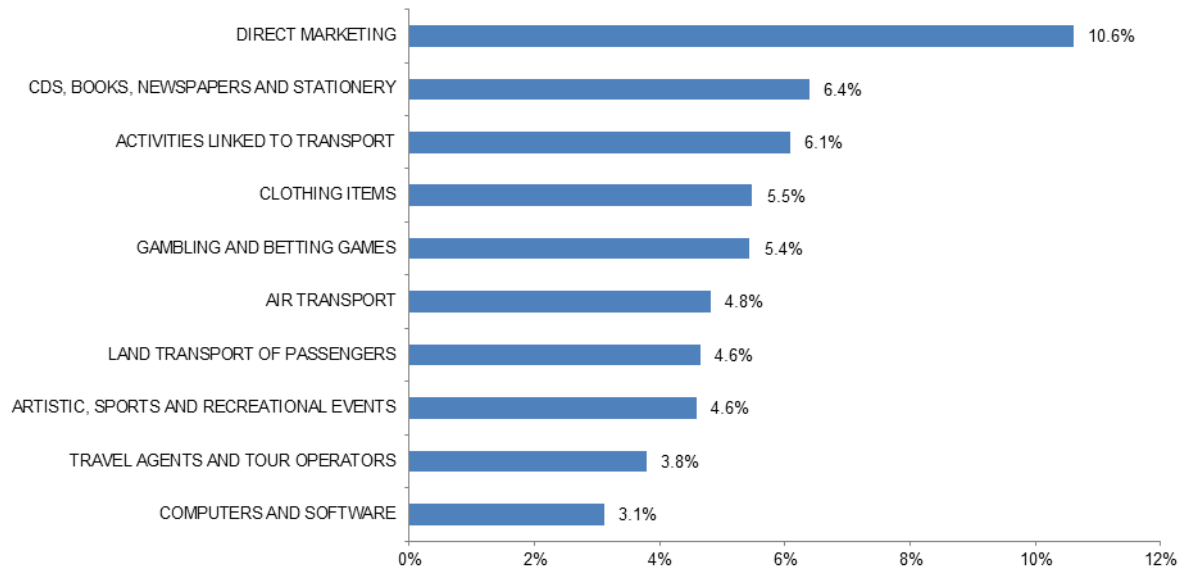
QUARTERLY TREND IN THE NUMBER OF E-COMMERCE TRANSACTIONS AND YEAR-ON-YEAR VARIATION (millions of transactions and percentage)



Source: CNMC

Reproduction permitted only if the source is cited.

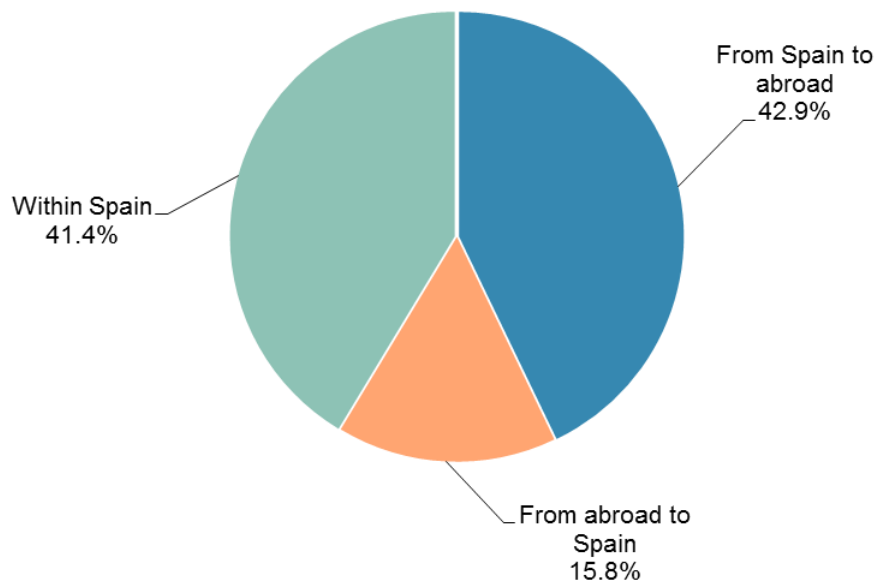
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TRANSACTIONS (II-16, percentage)



Source: CNMC

In terms of geographical segmentation, Spanish e-commerce websites have earned 57.2% of the revenue from the second quarter of 2016. The remaining 42.9% corresponds to purchases originating in Spain carried out through e-commerce websites in foreign locations.

E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (II-16, percentage)

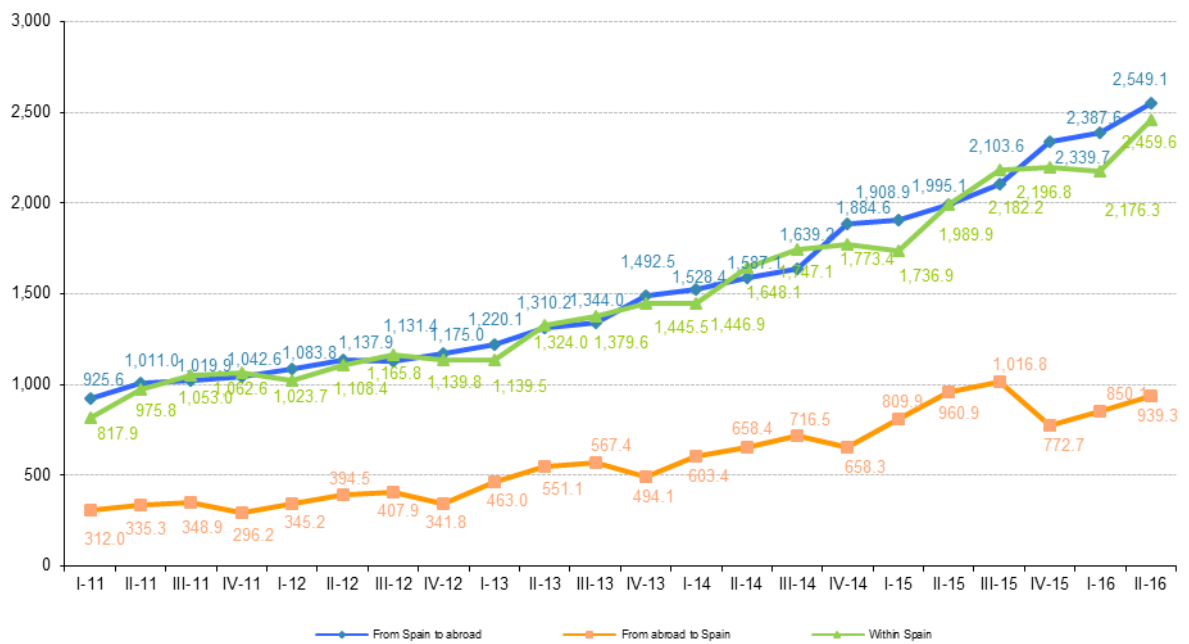


Source: CNMC

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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 1.610 billion euros.

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

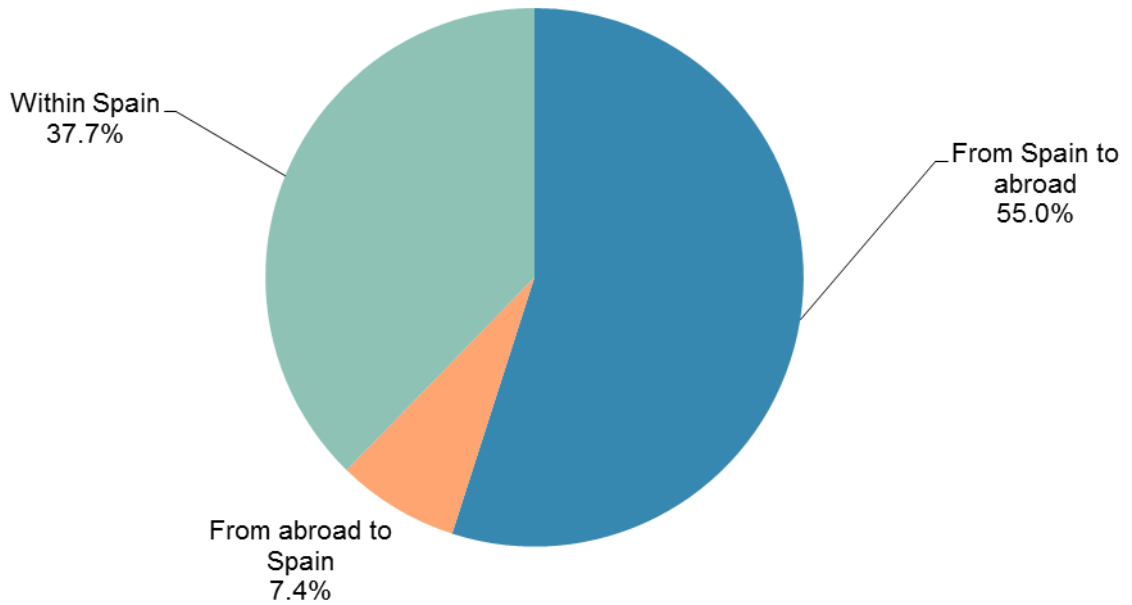


Source: CNMC

Broken down into number of transactions, 45.0% of sales were registered on Spanish websites and 55.0% on foreign websites.

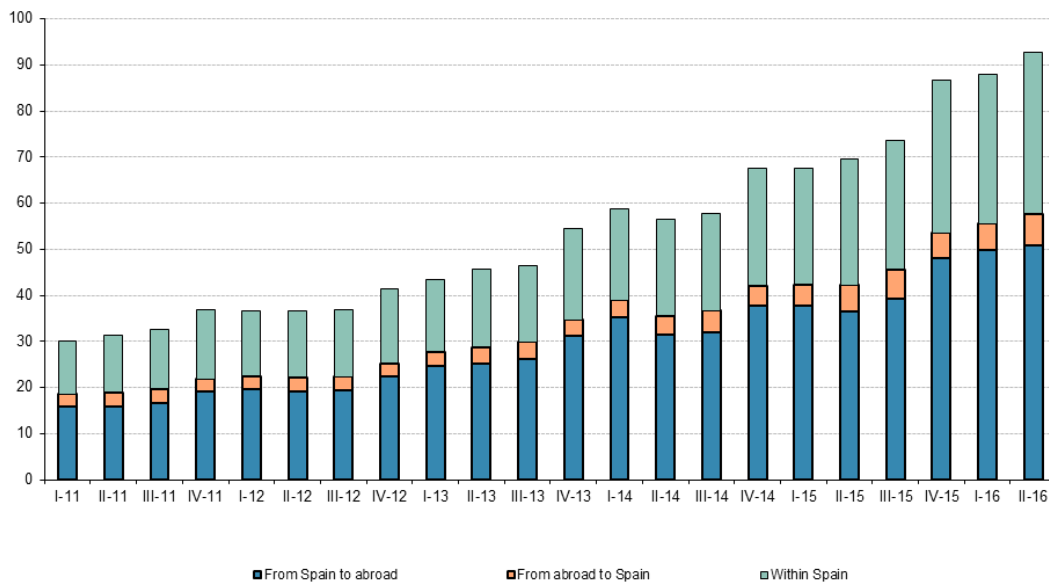
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NUMBER OF E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (II-16, percentage)



Source: CNMC

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

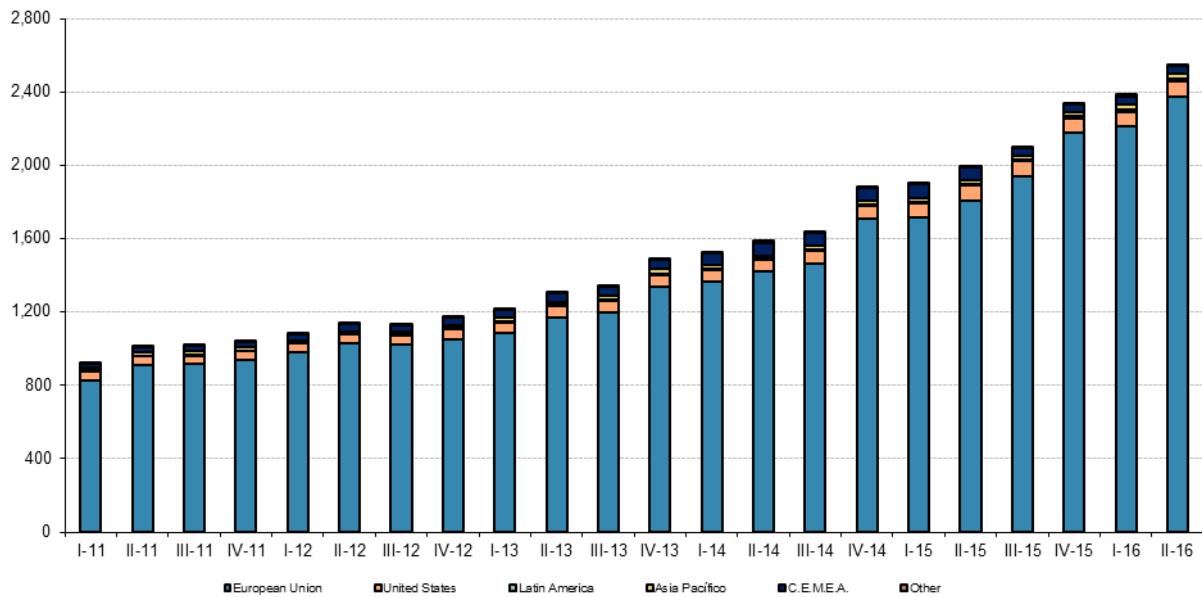


Source: CNMC

Reproduction permitted only if the source is cited.

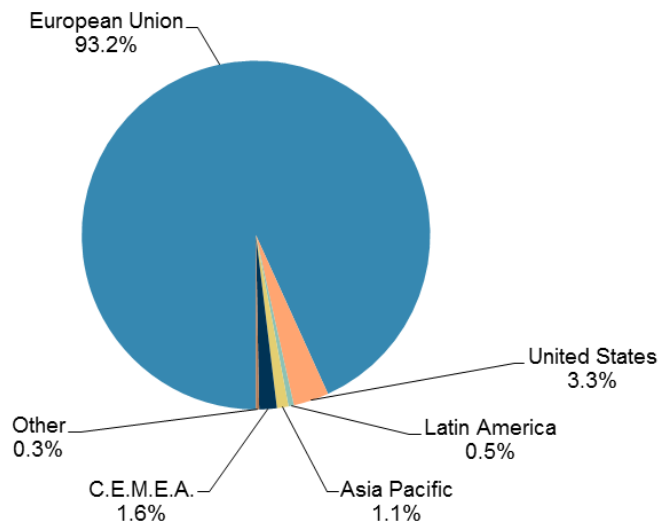
The turnover of transactions originating in Spain that were sent to foreign locations totalled 2.549 billion euros - up 27.8% on the figure from the second quarter of the previous year. 93.2% of purchases from Spain with destinations in foreign locations was sent to countries within the European Union, followed by the United States (3.3%).

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 (II-16, percentage)

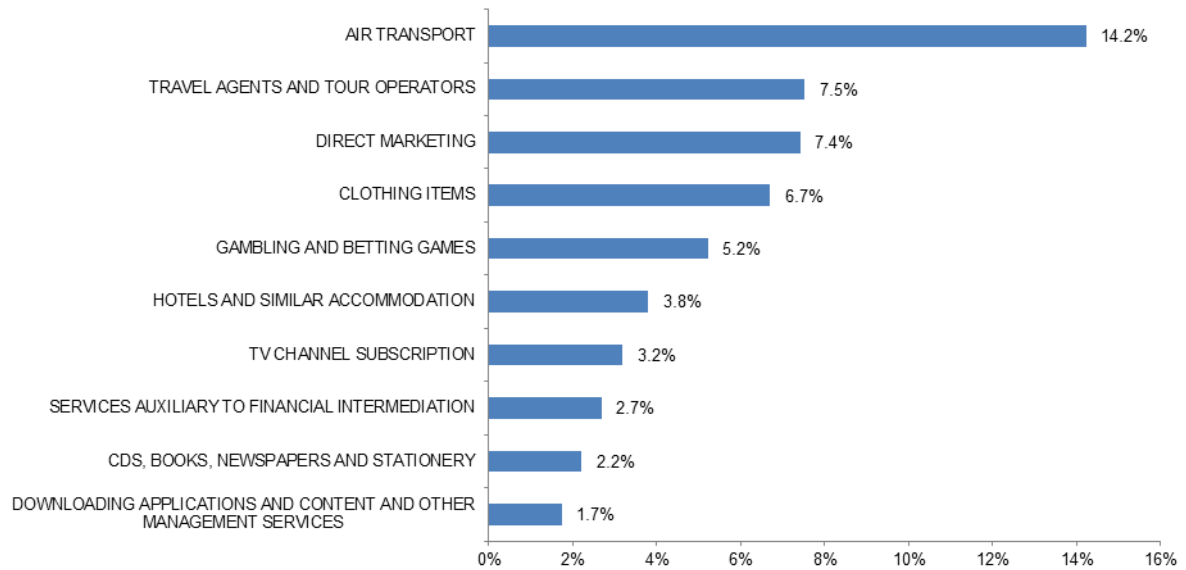


Source: CNMC

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The areas of activity with the greatest turnover from Spain sent to foreign locations are air transport (with 14.2%), travel agents and tour operators (7.5%) and direct marketing (7.4%).

THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER FROM SPAIN TO FOREIGN LOCATIONS (II-16, percentage)

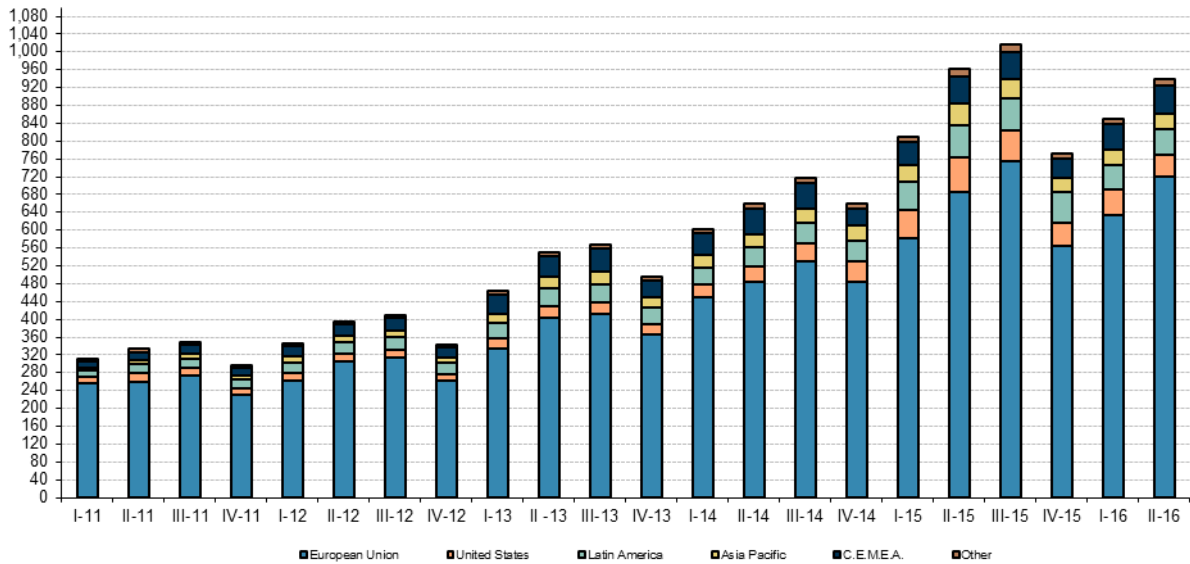


Source: CNMC

Meanwhile, sales from Spanish websites to foreign locations have reached a turnover of 939.3 million euros - down 2.2% on the figure from the second quarter of the previous year. 76.6% of purchases from foreign locations originated in countries within the European Union.

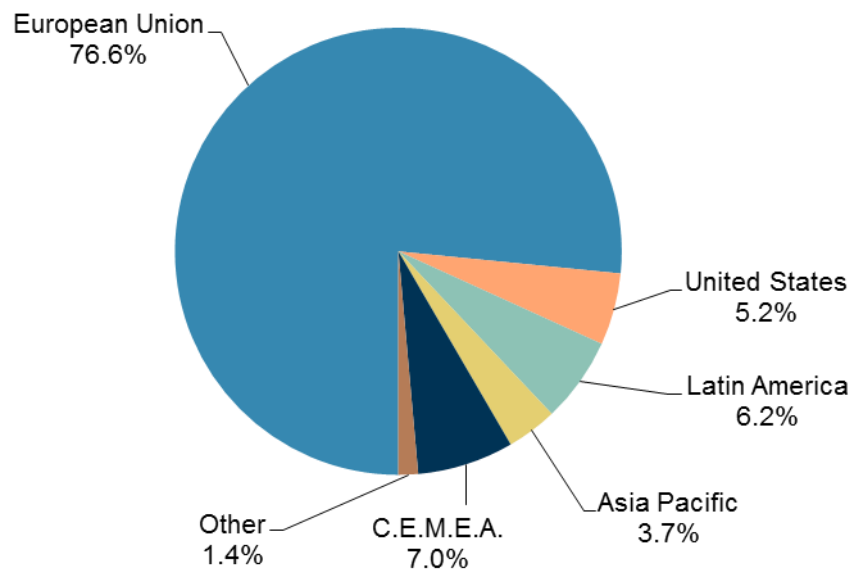
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QUARTERLY TREND IN E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (millions of euros)



Source: CNMC

DISTRIBUTION OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (II-16, percentage)

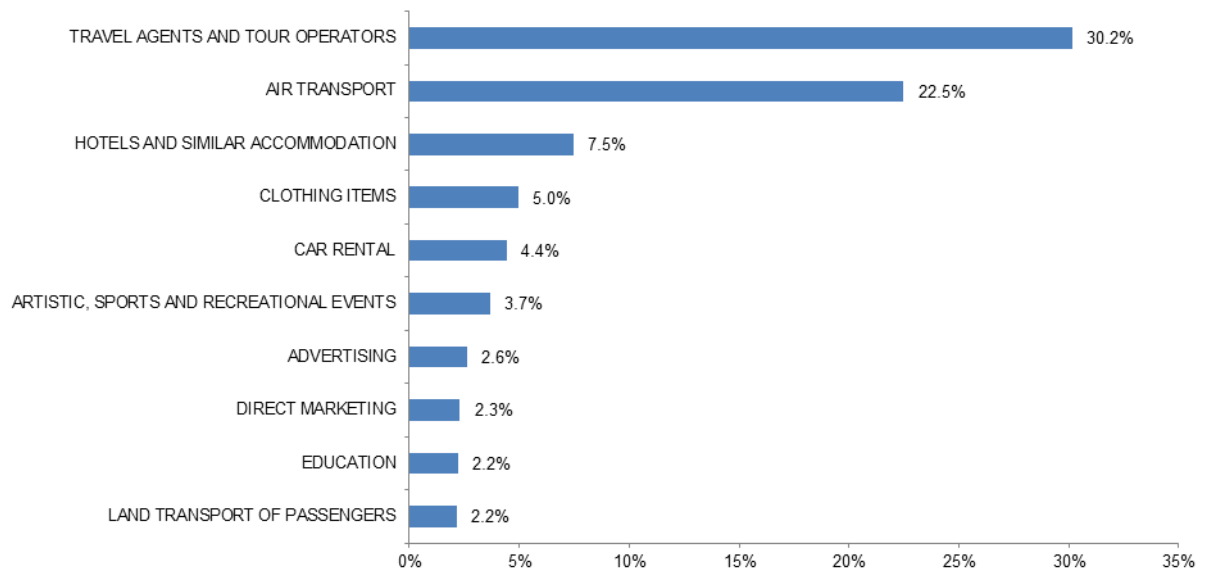


Source: CNMC

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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 66.8% of the purchases made on Spanish e-commerce websites from foreign locations. Clothing accounts for 5.0%.

THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN (II-16, percentage)

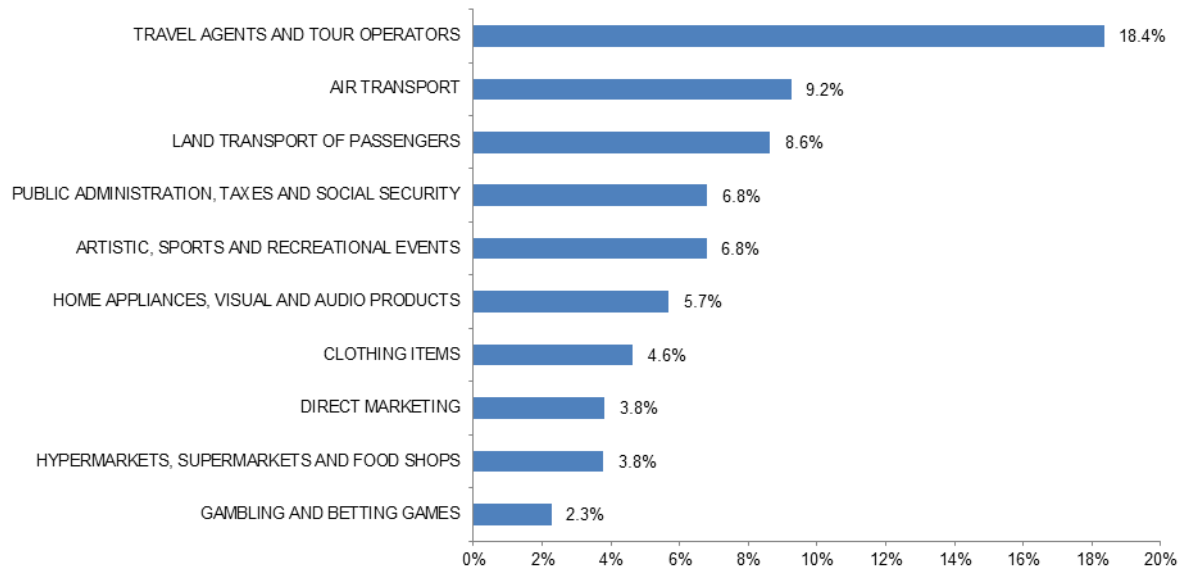


Source: CNMC

Revenue from e-commerce within Spain (purchases made in Spain on Spanish websites) experienced a year-on-year growth of 23.6%, reaching 2.460 billion euros. The tourism sector accounts for 38.2% of turnover within Spain, followed by public administration, taxes and social security (6.8%), artistic, sports and recreational events (6.8%) and home appliances, visual and audio products (5.7%).

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THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER WITHIN SPAIN (II-16, percentage)



Source: CNMC

More data on [CNMCData](#)

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