

Revealing insights: The growth story of e-commerce in Asia



By 2030, Asia will represent 64% of the world's middle class population.



Rapid rise in internet penetration is enabling access to a sophisticated range of mobile/internet services.



Online retailers are leapfrogging traditional business models to deliver innovative shopping services.

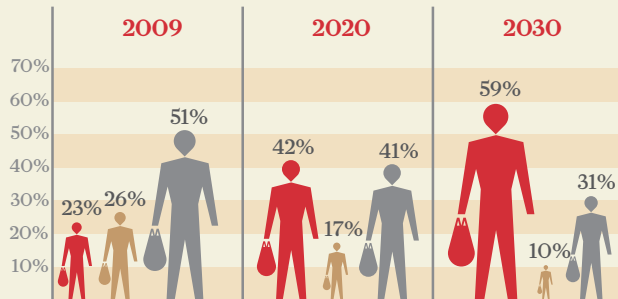


We see innovations in payment processing, warehousing and delivery creating opportunities for investment across Asia.

Total middle class consumption %

Source: Homi Kharas and Geoffrey Gertz
Wolfensohn Center for Development at Brookings

- ◆ Asia-Pacific
- ◆ North America
- ◆ Rest of the World

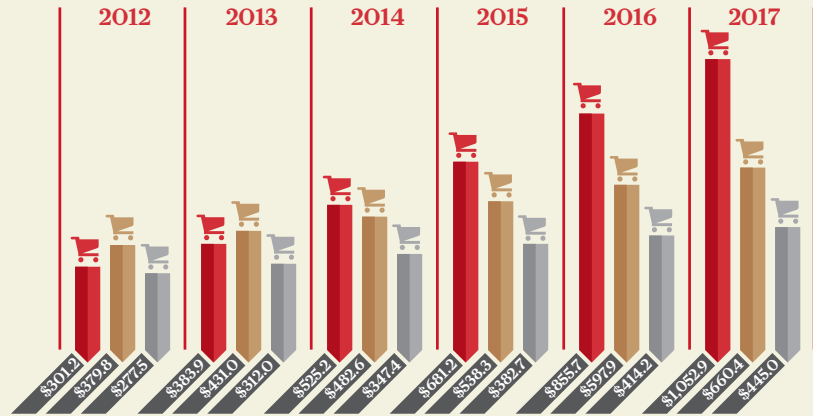


B2C e-commerce sales worldwide, by region 2012-2017

US\$ Billions

Source: eMarketer, Jan 2014

- ◆ Asia-Pacific
- ◆ North America
- ◆ Western Europe



55 percent of China's internet users have made a mobile payment in comparison to only **19 percent** of internet users in the U.S.

Source: eMarketer, March 20, 2013

