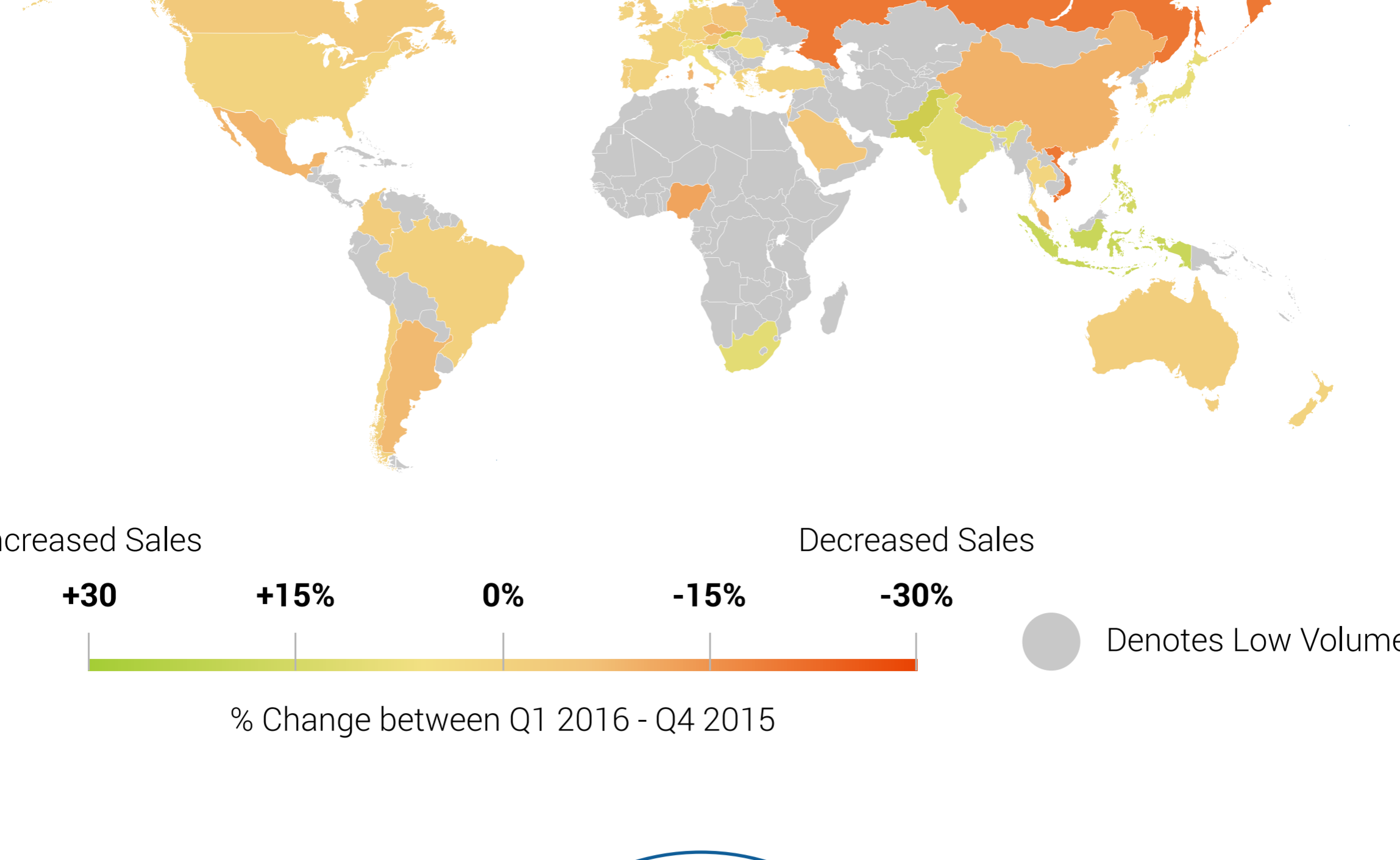


Avangate's Quarterly Digital Commerce Benchmark

- Q1 2016 -

Trends in Global Software, SaaS & Online Services Sales - Shopper Behavior & Payments



Top 10 Countries - Q1 2016 Volumes

- | | | | |
|---|--------------------------|----|-------------|
| 1 | United States of America | 6 | France |
| 2 | United Kingdom | 7 | Japan |
| 3 | Germany | 8 | Italy |
| 4 | Canada | 9 | Netherlands |
| 5 | Australia | 10 | Spain |



Interesting Highlights

United States of America

AOV \$47

Most Popular Products

- Services
- Security
- Utilities
- Audio-video

Most Popular Payment Methods

- VISA: 74%
- Mastercard: 12%
- AMERICAN EXPRESS: 10%
- DISCOVER: 3%
- NOVUS: 3%

Rounding, less popular methods not counted.

The US remains the undisputed leading market in software sales. US residents take a great interest in financial services such as credit scoring, classic endpoint security software, utilities, audio-video editing and vertical-specific software such as health or education.

United Kingdom

AOV \$56

Most Popular Products

- Security
- Audio-video
- Services

Most Popular Payment Methods

- VISA: 62%
- Mastercard: 34%
- AMERICAN EXPRESS: 3%

Rounding, less popular methods not counted.

The UK's economy advanced two percent year-over-year in the first three months of 2016, with a similar evolution in terms of software and SaaS purchases. Still a strong market, second in the world following the US. Average Order Value above the \$54 global average.

Germany

AOV \$57

Most Popular Products

- Services
- Privacy
- Audio-video

Most Popular Payment Methods

- PayPal: 51%
- VISA: 35%
- Mastercard: 5%
- SOFORT: 5%

Rounding, less popular methods not counted.

Standing out of the western European block through its software purchases but mostly through the preferred payment methods (PayPal is the most popular), and high AOV, Germany continues to be a strong market and second largest in Europe.



Countries on the Rise

Indonesia

AOV \$61

Most Popular Products

- Security
- Privacy
- Dev Tools

Most Popular Payment Methods

- VISA: 52%
- Mastercard: 37%

Rounding, less popular methods not counted.

Indonesia is the largest economy in Southeast Asia. While its GDP contracted 0.34 percent in the first quarter of 2016 over the previous quarter, services are looking strong, which also explains the increase in software purchases online.

Singapore

AOV \$61

Most Popular Products

- Security
- Privacy
- Audio-video

Most Popular Payment Methods

- VISA: 69%
- Mastercard: 25%

Rounding, less popular methods not counted.

With one of the highest GDP per capita in the world, it is no surprise that Average Order Value for software and online services in Singapore is higher than the global average of \$54.



Countries Experiencing a Decline

Nigeria

AOV \$30

Most Popular Products

- Security
- Privacy
- Audio-video
- Dev Tools

Most Popular Payment Methods

- VISA: 81%
- Mastercard: 10%
- Bankify: 9%

Rounding, less popular methods not counted.

The GDP in Nigeria contracted 13.70 percent in the first quarter of 2016 over the previous quarter. This contraction is also reflected in software purchases.

Russia

AOV \$28

Most Popular Products

- Marketing Software
- Security
- Office

Most Popular Payment Methods

- VISA: 87%
- Mastercard: 5%
- Bankify: 3%
- QIWI: 3%

Rounding, less popular methods not counted.

The GDP in Russia contracted in Q1 2016 and the forecast stays in the red. Same as for Nigeria, it is not surprising to notice a decline in software purchases online. AOV is one of the lowest in the world.



Top Payment Methods

Popular at Global Level

- | | | | |
|---|------------------|---------------|------------|
| 1 | VISA | Mastercard | AOV: \$50 |
| 2 | PayPal | | AOV: \$44 |
| 3 | AMERICAN EXPRESS | | AOV: \$57 |
| 4 | DISCOVER | NOVUS | AOV: \$53 |
| 5 | BANK TRANSFER | WIRE TRANSFER | AOV: \$187 |

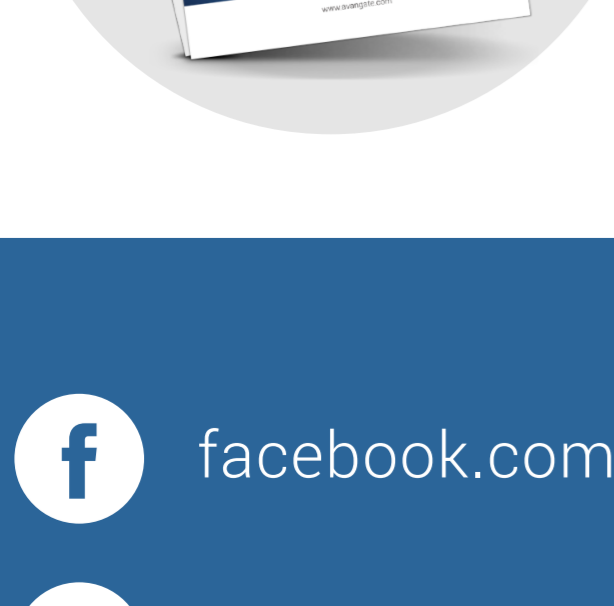
Length of bar represents percentage of Q1 2016 sales volume via each payment method at global level.

Popular at Local Level

- | | | | |
|-----|--|--------------|-----------|
| 51% | | Alipay.com | AOV: \$51 |
| 38% | | iDEAL | AOV: \$50 |
| 12% | | CB | AOV: \$38 |
| 6% | | KONBINI | AOV: \$47 |
| 5% | | DIRECT DEBIT | AOV: \$45 |

Percentage of Q1 2016 sales volume via each payment method at country level. Payment methods selected from Top 20 most popular payment methods at global level.

The Digital Commerce Benchmark is based on a sample of all worldwide transactions moving through the Avangate platform between October 2015 and March 2016. Avangate continuously tracks fluctuations in sales, empowering online service providers worldwide to make smarter decisions. Growth rates for each country were analyzed for the Top 50 countries (by sales volume for the same period of time). Source for Gross Domestic Product (GDP) info and forecasts: tradingeconomics.com.



For more in-depth info on shopper preferences on a global level, download the whitepaper: "Global Commerce in Local Markets for Software and SaaS Companies"

[Download Whitepaper](#)