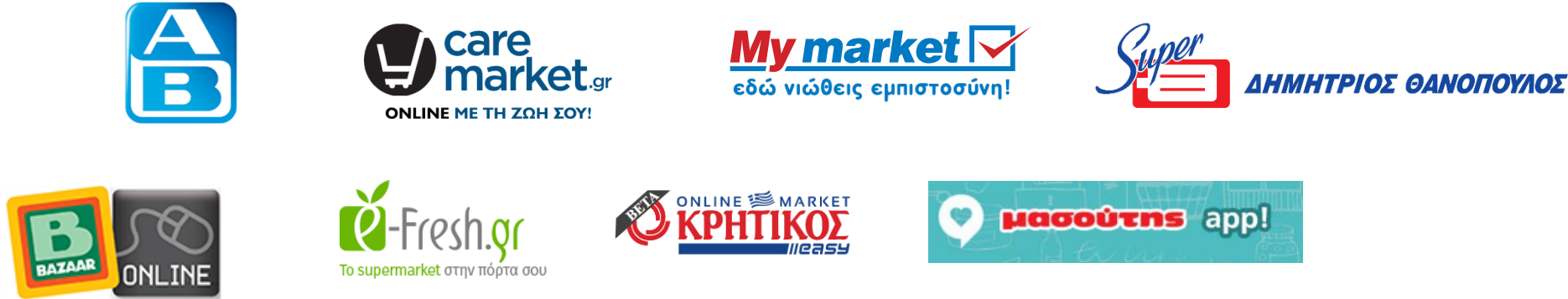


Greek Online Supermarkets Landscape

About 30 Online Supermarkets in Greece

Core e-Grocery
players



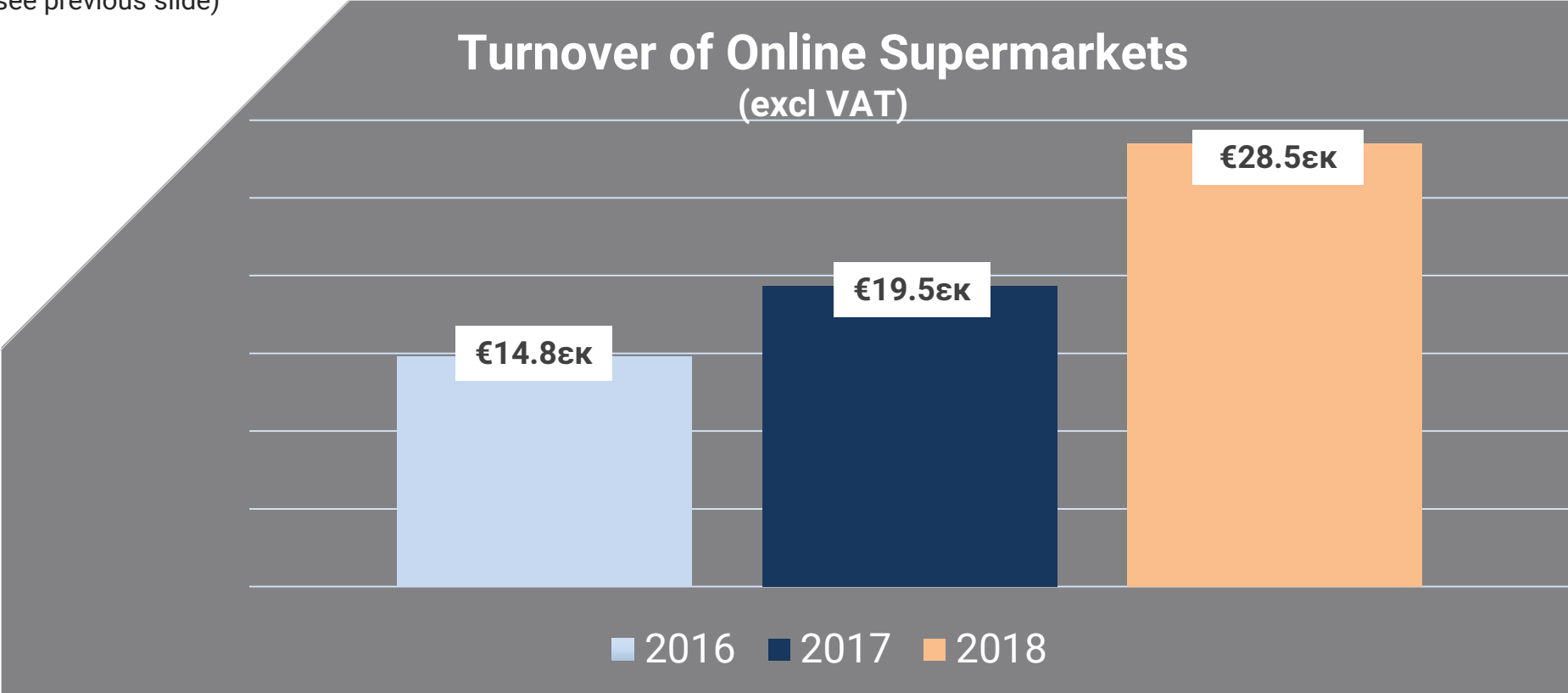
Rest local
e-Grocery players

Greece: Online Grocery Market Overview 2018

2018 ▶
Online Grocery
turnover
excl. VAT

€28.5€K
From all SM players
(*see previous slide)

Growth
versus 2017 **+47,5%**

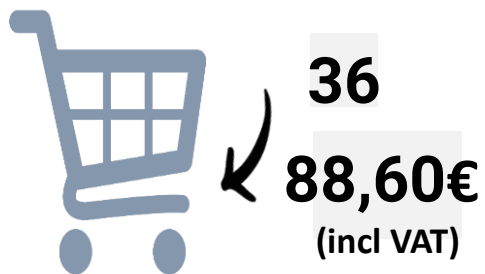


Greece: Online Grocery Market Overview 2018

Categories Breakdown

online grocery 2018 vs 2017

Market Avg. Products & value per basket



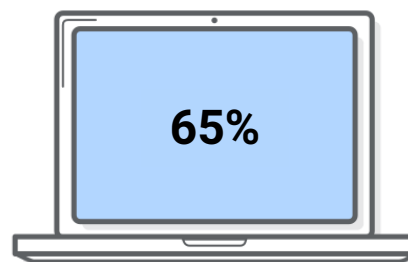
Food **65%**

2017: 62%

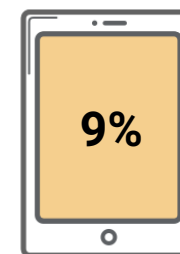
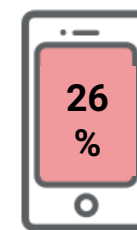


Non Food **35%**

2017: 38%



DESKTOP



TABLET