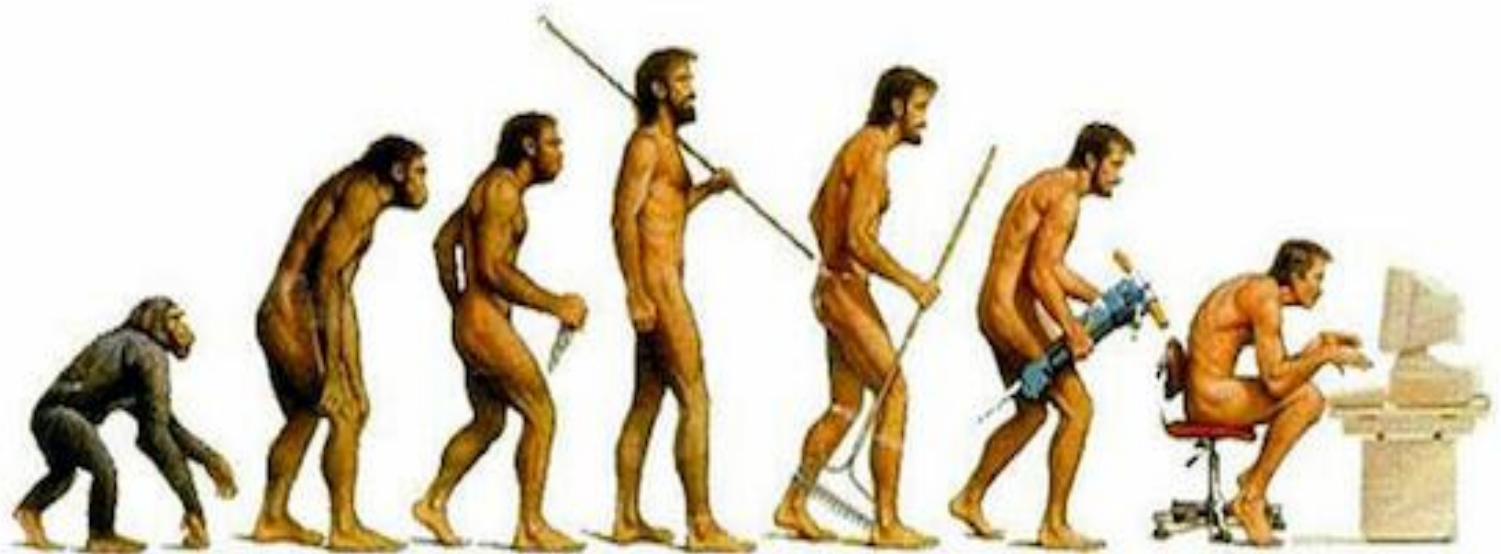


Small Steps Big Rewards: from Design to Digital.



Steve O'Connor.
Chief Executive Officer.
Delhi Duty Free.



Small Steps Big Rewards: from Design to Digital.

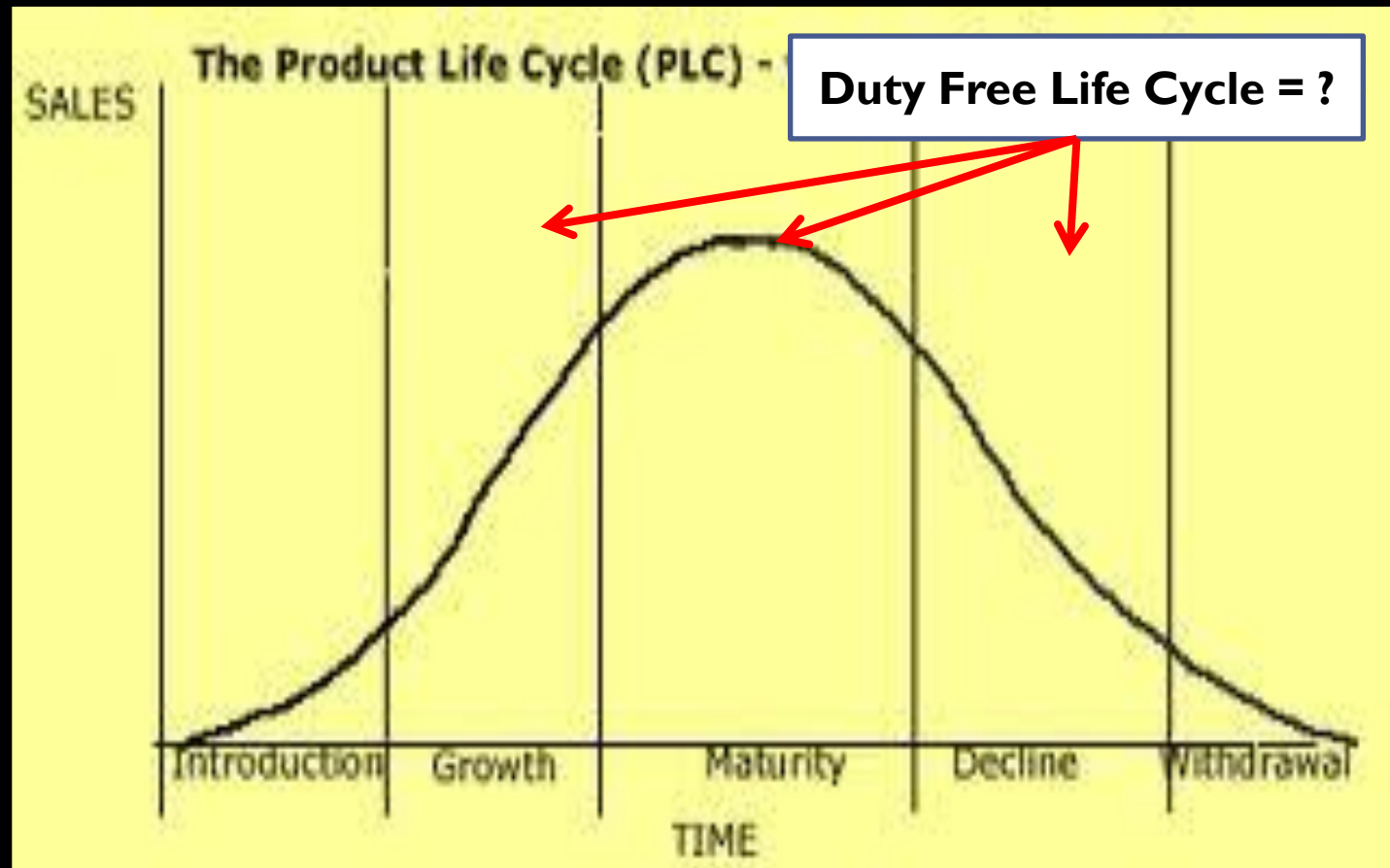
NOTE


*It took Radio 38 years to reach **50** million listeners.*

*It took Television 13 years to reach **50** million viewers.*

*Facebook, took just 9 months to reach **100** million users.*

Small Steps Big Rewards: from Design to Digital.





- **\$155 Billion** or 4% of total US retail sales are in e-commerce sales. *US Census Bureau, "E-Stats, 2009 E-commerce Multi-sector Report,"* (May 2011).

- Europe online sales 2009 **\$93 Billion** expected to be **\$156 Billion** in 2014. Forrester Research (2010).

- UK online sales = **\$450m per wk** or 8% of UK total retail. UK shows a **+13%** online annual rise. *Internet Retailing* (2010).

- Web influenced on line sales = **42%** in 2009, estimated to increase to **53%** in 2014 or \$1.4b in sales.

- Over 85% of global online population has used internet to make a purchase. Moodie Report (2011).

- **67%** of total online users read online reviews for buying products / services. Tchonzo (2011).

- **61%** consumers happy with cross over to online sales. **82%** consumers happy who buy on line. Forrester (2010).

Indian Market

- 100 million On-line users in 2010 + 23% v 2009.
(7 million online users in 2001) .
- 20 million daily online users.
- 70% Male / 30% Female.
- Social media reaches 60% of online Indian Audience.
- Facebook = 31m users (x2 in last 6 months)
- Twitter = 13m users.
- LinkedIn = 9m users