

GLOBAL ECOMMERCE

MANAGING RISK IN THE DIGITAL AGE

OCT. 2017

RISKS

TOP 5 GLOBAL RISKS

N°1 = Increased competition



N°2 = IT availability and performance



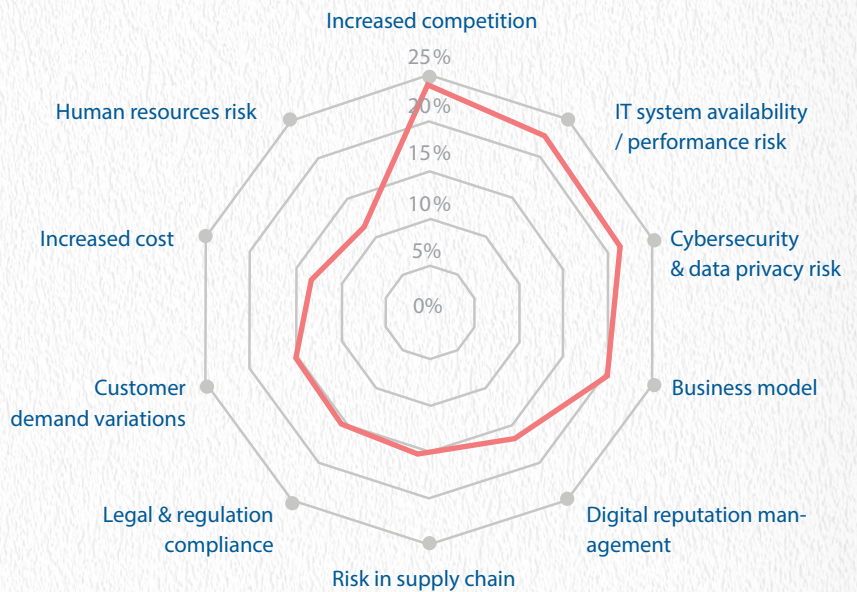
N°3 = Cybersecurity / Data privacy



N°4 = Business model



N°5 = Digital reputation



KEY TRENDS VS TOP RISKS



COMPETITION:

Price is the most important factor for consumers when they shop online



IT AVAILABILITY & PERFORMANCE:

Internet penetration continues to grow globally 5-7% every year



CYBERSECURITY & DATA PRIVACY:

66% of global consumers plan on mobile purchasing in the future



BUSINESS MODEL:

Both **Amazon and Alibaba** are ranked among the top 10 internet companies by capitalization



REPUTATION:

Global consumers cite **'trust'** as the main barrier to purchasing more online