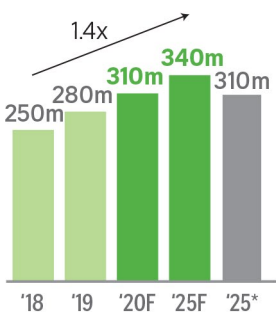


Five years of digital transformation in a single year

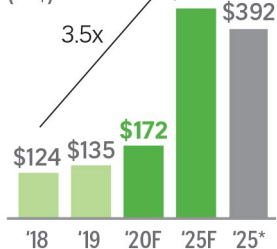
Digital consumer growth surpasses expectations

No. of digital consumers



Average digital spending per person to grow 3.5x by 2025

Average spend per digital consumer (US\$)



NOTE: F: Forecast *Previous forecast

Shopping online for essentials is now mainstream, especially for groceries

% respondents that shop online

