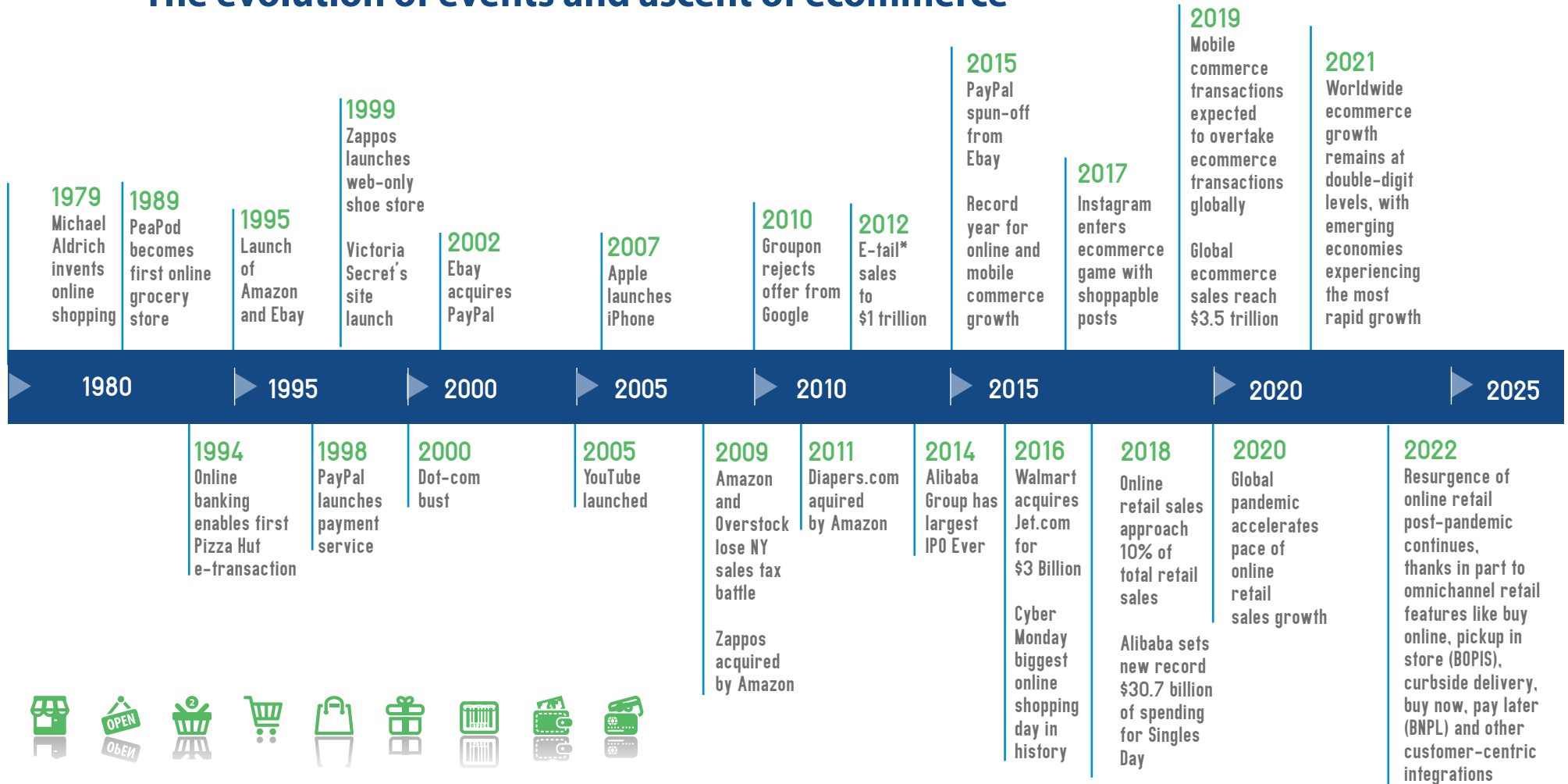




# History of Online Retail

## Major Milestones

The evolution of events and ascent of ecommerce



**Innovative. Transparent. Exposure.**

Not investment advice or a recommendation to buy or sell securities. Investors may not invest directly in an index.

For More Information, visit us at:

[eqmindexes.com](http://eqmindexes.com)

\*E-tail or e-tailing is the activity of selling of retail goods on the internet.

Source: *Internet Retailer, Wikipedia, US Census Bureau, 451 Research*

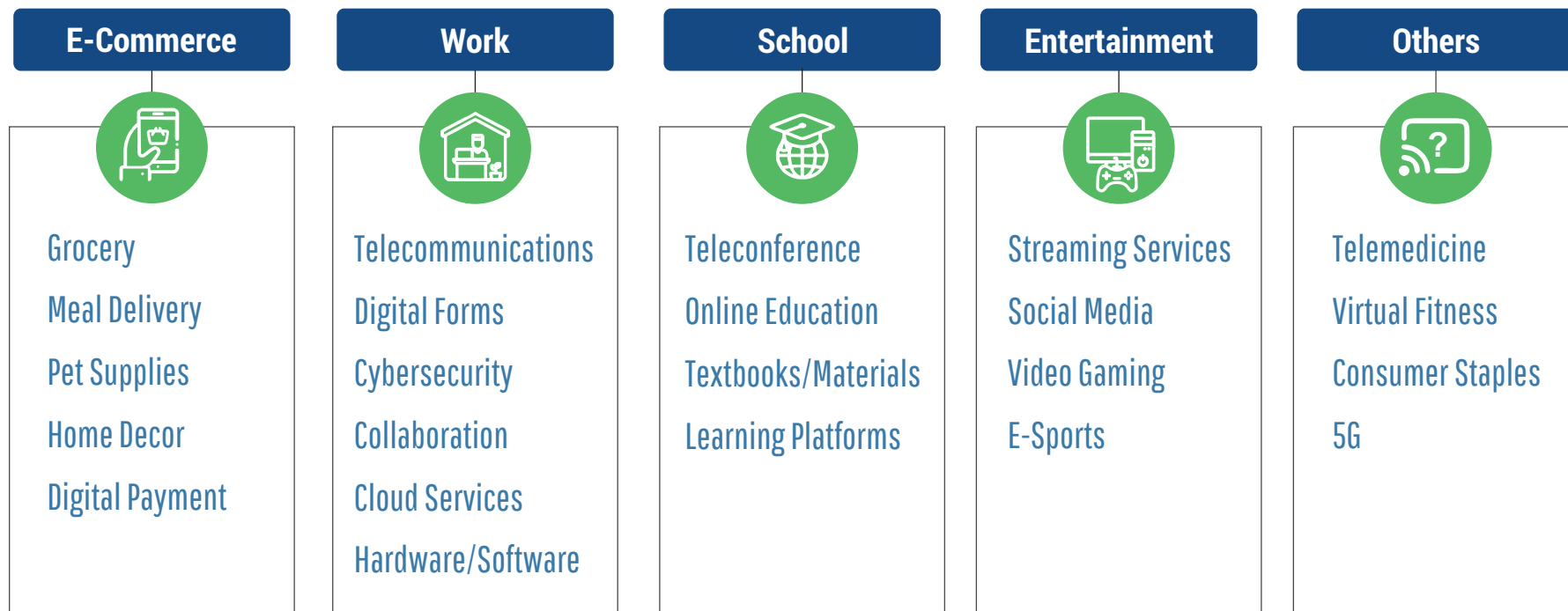
© EQM Indexes, All Rights Reserved, 2023



# Which Industries Are Being Disrupted?

## A New Sub-Economy Emerges

Who are the biggest beneficiaries of the Digital Economy?





# Omnichannel Retailing

## SEAMLESS SHOPPING

At each touchpoint, the omnichannel experience strives to market, sell and serve customers across all channels to create an integrated and cohesive customer-centric experience that is consistent regardless of the platform or method they choose to use.



## 8 Key Omnichannel Features

### 1. Purchasing Options

The ability for customers to buy online, pick up in-store and/or curbside

### 2. Search Capabilities

The ability to search for in-store product availability on a brand's digital properties\*

### 3. Cart Sharing

Shared cart across channels for logged-in shoppers (e.g., mobile to desktop)

### 4. Earned Rewards

The ability for loyalty points to be earned and redeemed across channels

### 5. Ease of Returns

Cross-channel product returns (e.g., return online purchases in-store)

### 6. Delivery Options

Ship-from-store/ endless aisle

### 7. Pricing Unity

Pricing consistency across channels

### 8. Payment Flexibility

Mobile payments accepted in-store, including storage of payment data within app or mobile site

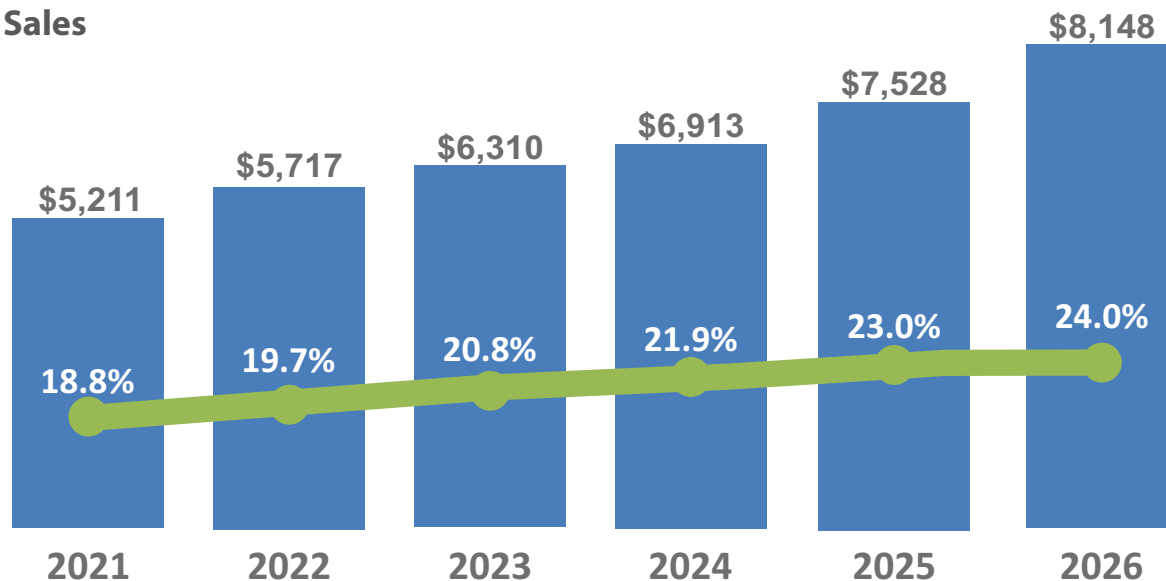
*\*Digital Properties: desktop site, mobile site, mobile app, kiosks*



# The Rise of Retail Ecommerce Sales

## Retail Ecommerce Sales Worldwide Sales Worldwide 2021- 2026

■ Sales US\$ Billions  
● % Retail Sales



\*As of June 2022

Source: eMarketer

*Note: includes product or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales.*

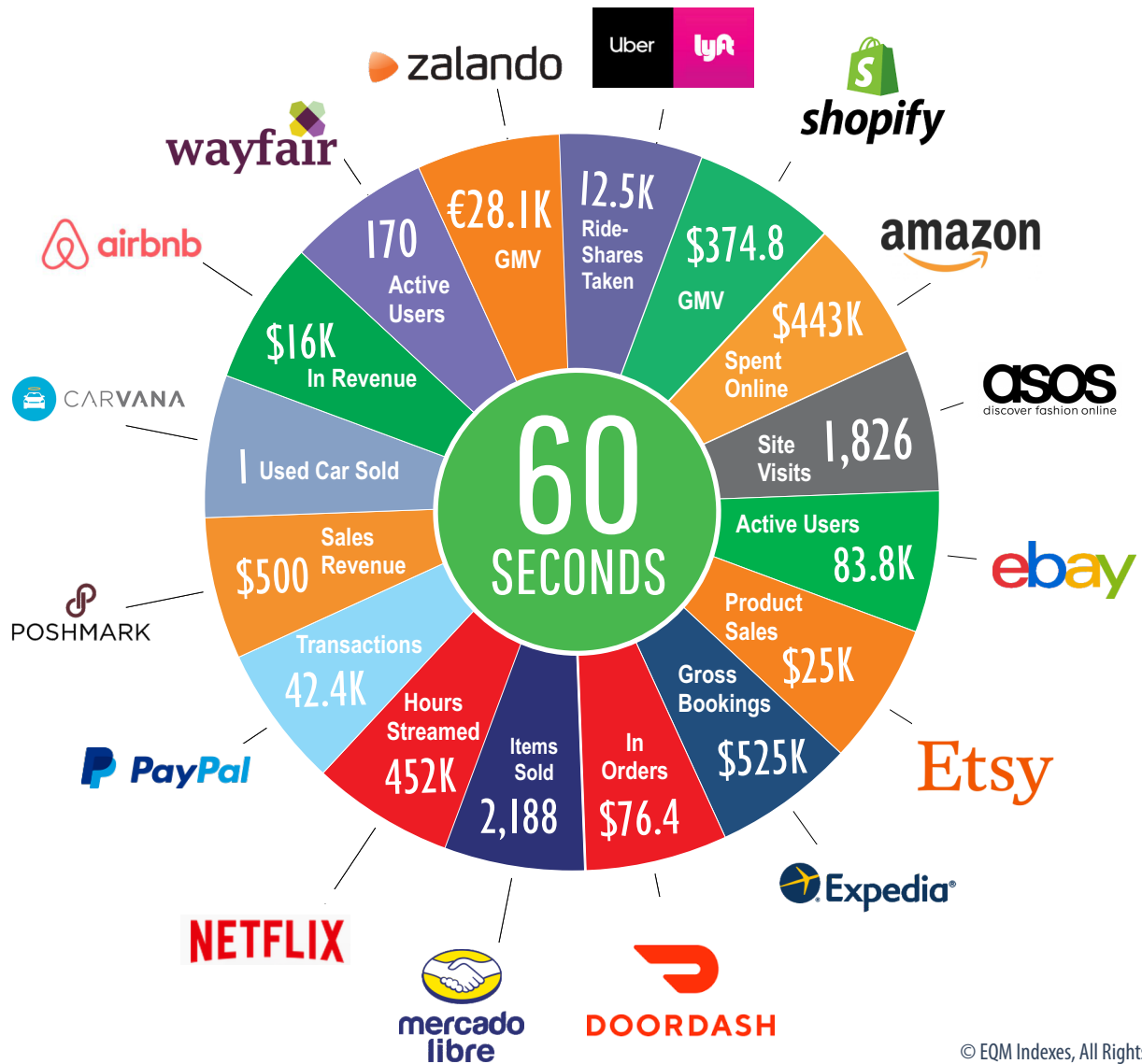


# One Minute in Online Retail

# 2022

# 60 SECONDS OF ONLINE RETAIL

**\$10.9 Million Spent Online**



© EQM Indexes, All Rights Reserved, 2023  
Sources: Ecommerce Nation, LocalIQ, Statista, Domo, Company Filings



# Top 10 Global Spending Days

Online Retailers Get Greater Share of Total Retail Sales

## Global ecommerce sales surpassed

# \$5.7 trillion in 2022.

Thanks to its convenience, price, selection, and rapid delivery options, online shopping has transformed the way we shop. Here's a list of some of the biggest cyber shopping days around the globe.

### GLOBAL SHOPPING CALENDAR

**JANUARY 1**

#### NEW YEAR'S DAY

As the holiday shopping season comes to a close, many more shoppers are spending those gift cards online.



**FEBRUARY 8**

#### CHINESE NEW YEAR

The Chinese New Year or Spring Festival is a 15-day holiday celebrated by a number of countries in Asia. Cleaning before the New Year is a tradition, followed by the need to shop for new purchases to ring in the new year.



**FEBRUARY 14**

#### VALENTINE'S DAY

Western cultures celebrate with the purchase of items such as flowers, chocolates, and jewelry. In 2021, an increasing amount of "love dollars" were spent using mobile devices.



**MARCH-MAY**

#### MOTHER'S DAY

In Brazil, it is the second most profitable day for online retailers. In 2022, Mother's Day online sales generated \$5.3 billion R\$.



**MID-OCTOBER**

#### DIWALI

India's 5-day Diwali festival celebrating the victory of light over darkness, has become a big online shopping period. This year's Festive Sale saw Amazon, Flipkart, Snapdeal, and Myntra battling for ecommerce market share.



**NOVEMBER 11**

#### SINGLES DAY

Singles Day is China's now 2-day online shop-a-thon held every year since 2009. Figures were not formally shared in 2022, but were estimated to have been in line with 2021's \$139 billion in sales.



**LATE NOVEMBER**

#### THANKSGIVING

Thanksgiving Day marks the traditional start of the U.S. holiday shopping season. A growing number of shoppers are opting to stay home, eat turkey, watch football, and shop online. In 2021, ecommerce sales surpassed \$5 billion for the first time.



**DAY AFTER THANKSGIVING**

#### BLACK FRIDAY

Black Friday, the traditional U.S. holiday shopping day which falls the day after Thanksgiving, has now spread to many countries around the globe. Online shoppers spent a total of \$5.3 billion in 2022.



**MONDAY AFTER THANKSGIVING**

#### CYBER MONDAY

Created originally to get more people to shop online, Cyber Monday has become the biggest U.S. online holiday shopping day of the year. Consumers logged Cyber Monday sales of \$11.3 billion in 2022.



**DECEMBER 26**

#### BOXING DAY

Boxing Day is traditionally a day synonymous with discounts and savings for UK consumers. Amazon initiated a Boxing Day sale in 2022.



### ONLINE COMMERCE

Globally, **online sales have grown at an annual rate of 20%**, versus only 5% for retail.

Sources: Bloomreach, Statista, RedSeer, Alibaba, Adobe Analytics, SimilarWeb, Payments.com

Not investment advice or a recommendation to buy or sell securities. Investors may not invest directly in an index.

**Innovative. Transparent. Exposure.**

**EQM**  
INDEXES

EQM Online Retail Index (IBUYXT)

**858.935.6041**  
[www.eqmindexes.com](http://www.eqmindexes.com)

© EQM Indexes, All Rights Reserved, 2023