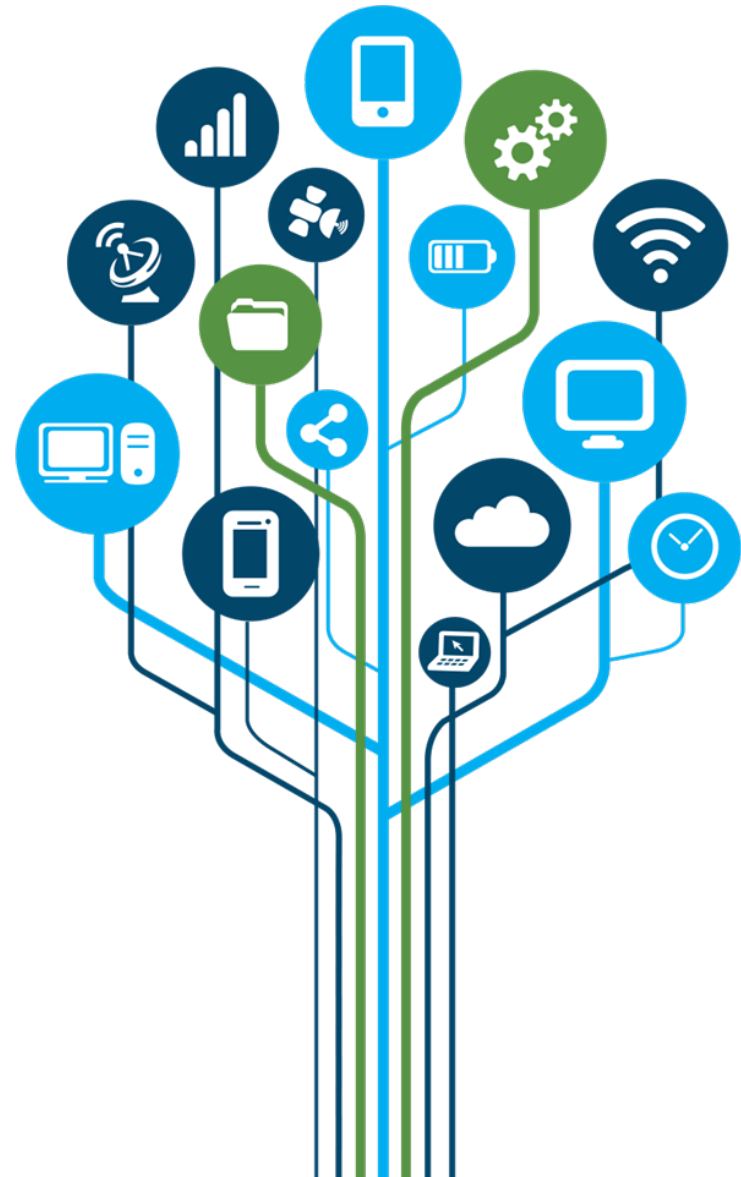




eMAG

Global tech context



Technology: a digital revolution

- fourth industrial revolution -

Top 10 companies

- End of 2011-

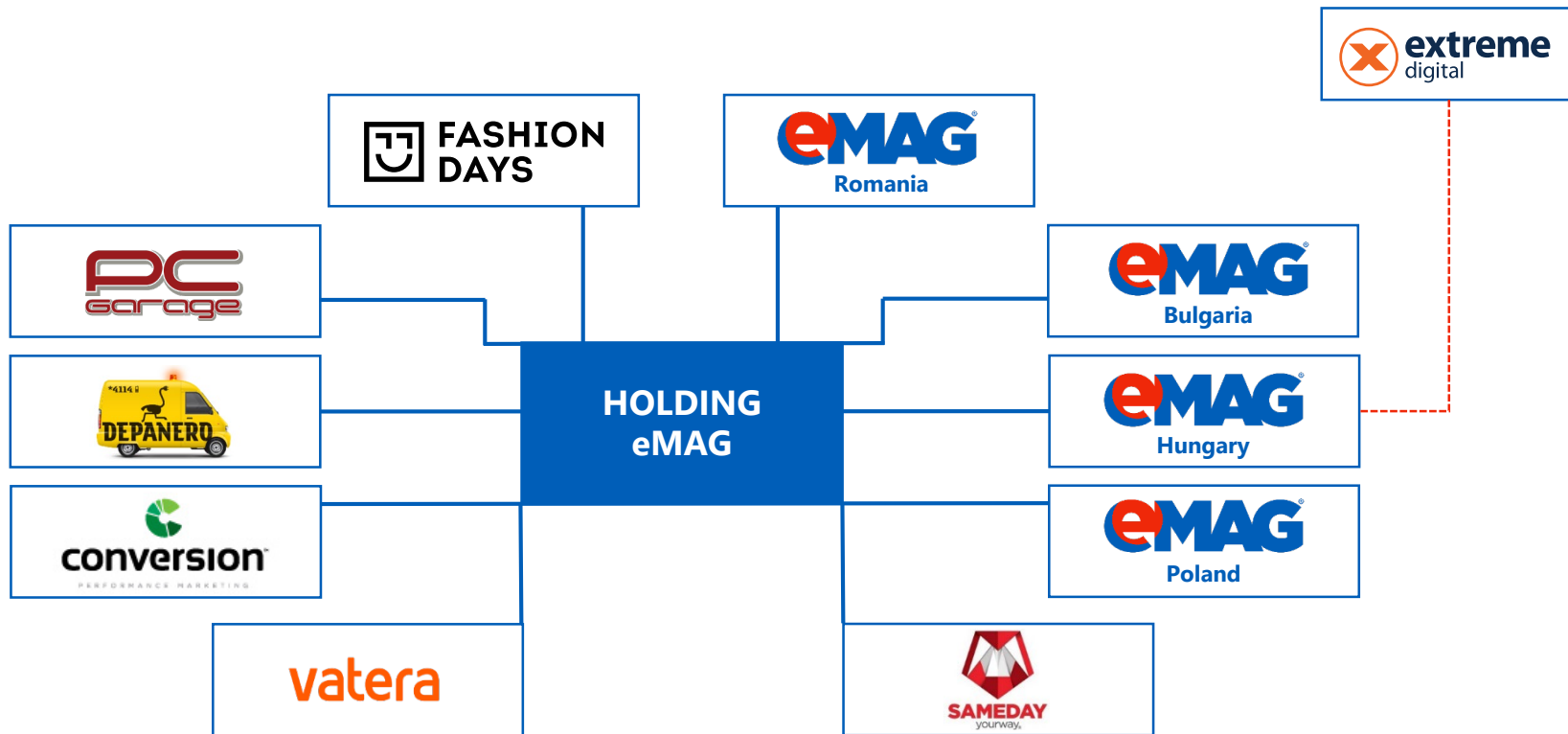
Rank	Country	Company	Value (billions USD)
1		Exxon Mobil	406
2		Apple Inc.	376
3		PetroChina	277
4		Royal Dutch Shell	237
5		ICBC	228
6		Microsoft	218
7		IBM	217
8		Chevron Corporation	212
9		Wal-Mart	205
10		China Mobile	196

Top 10 companies

- Beginning of 2019-

Rank	Country	Company	Value (billions USD)
1		Microsoft	905
2		Apple Inc.	895
3		Amazon.com	875
4		Alphabet Inc.	818
5		Berkshire Hathaway	494
6		Facebook	476
7		Alibaba Group	473
8		Tencent	441
9		Johnson & Johnson	372
10		ExxonMobil	342

eMAG Technology



eMAG History



Romania

since 2001



Bulgaria

since 2012



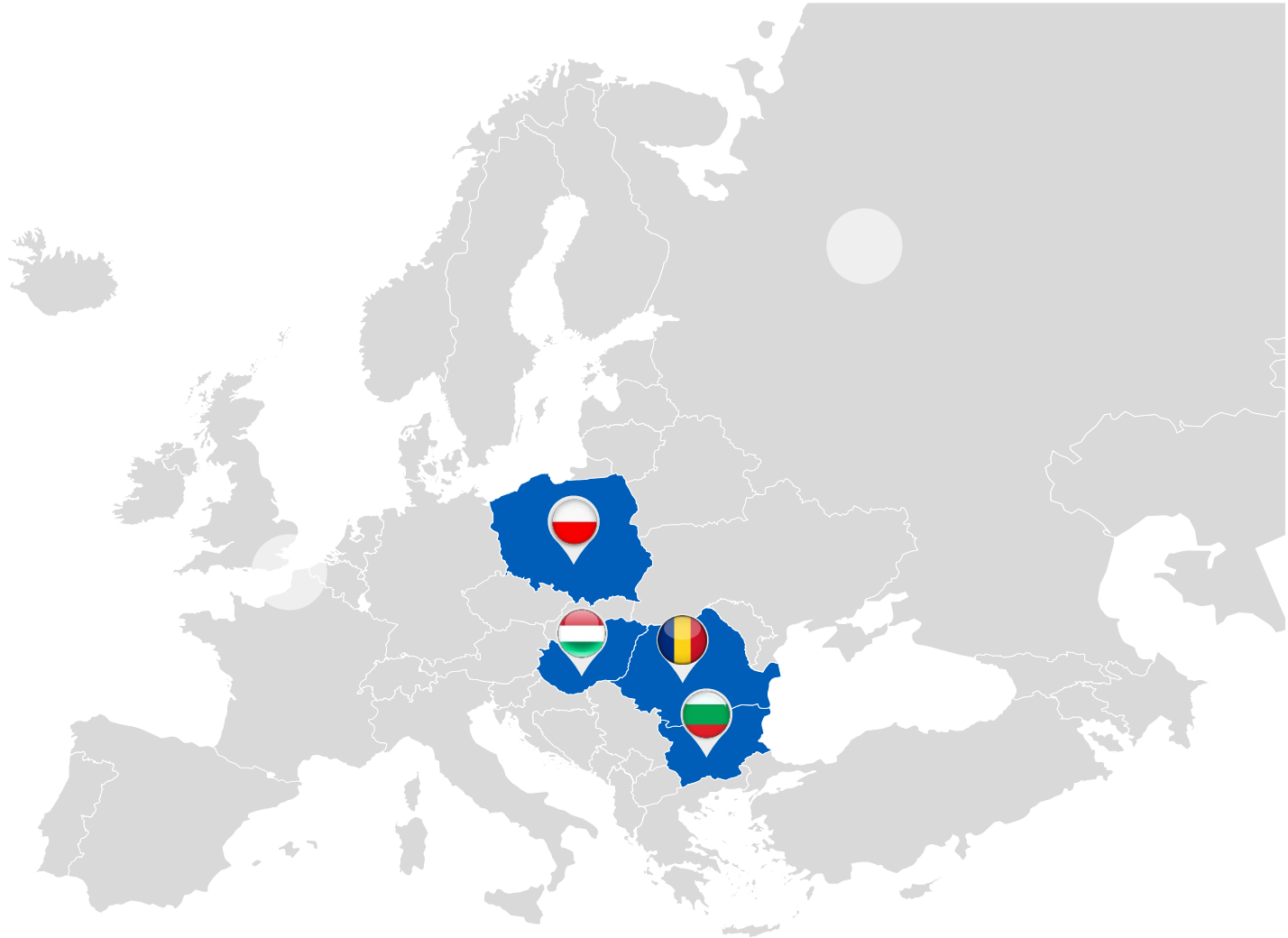
Hungary

since 2013



Poland

since 2015



eMAG Future



Austria



Croatia



Czechia

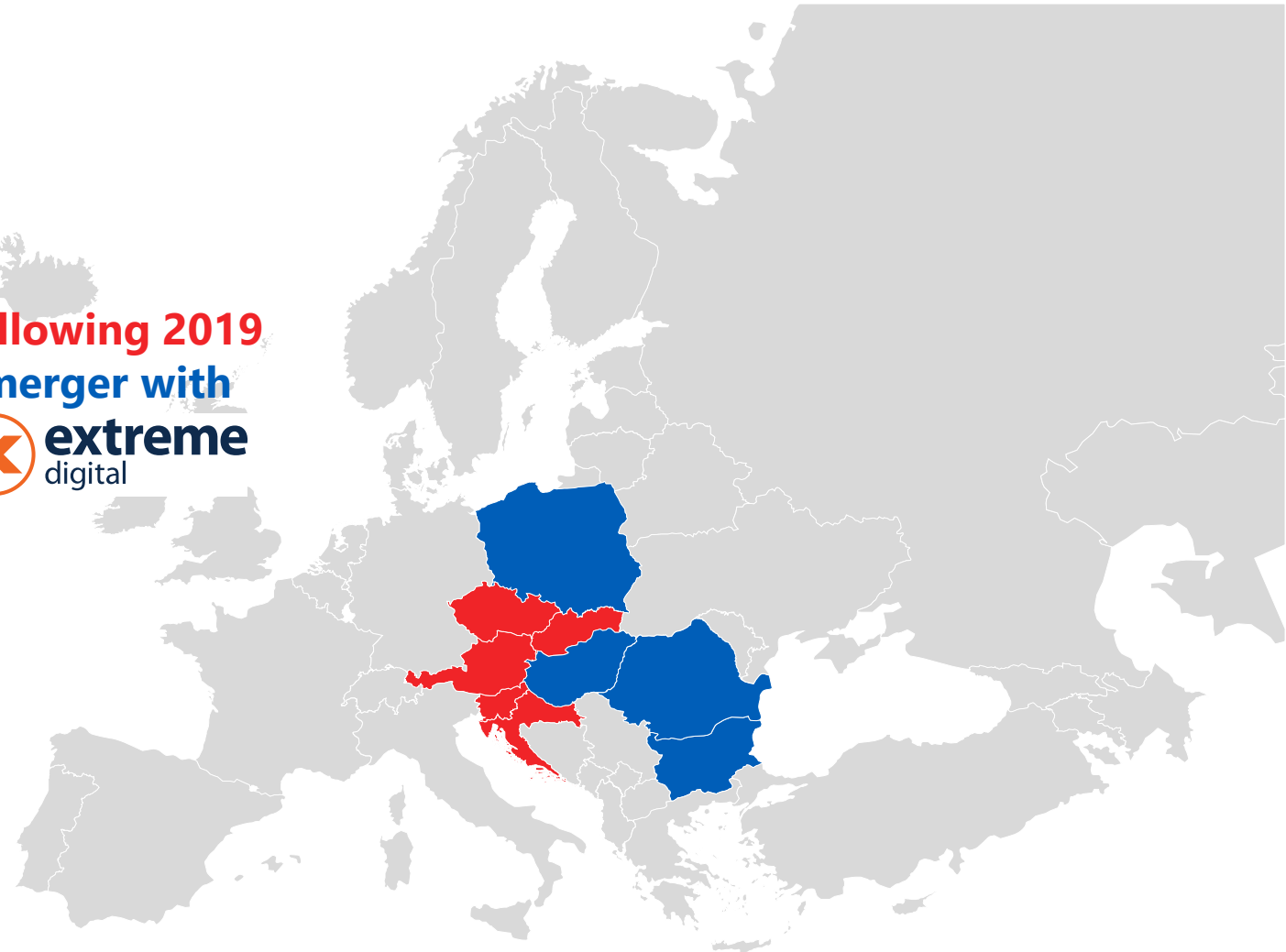


Slovakia



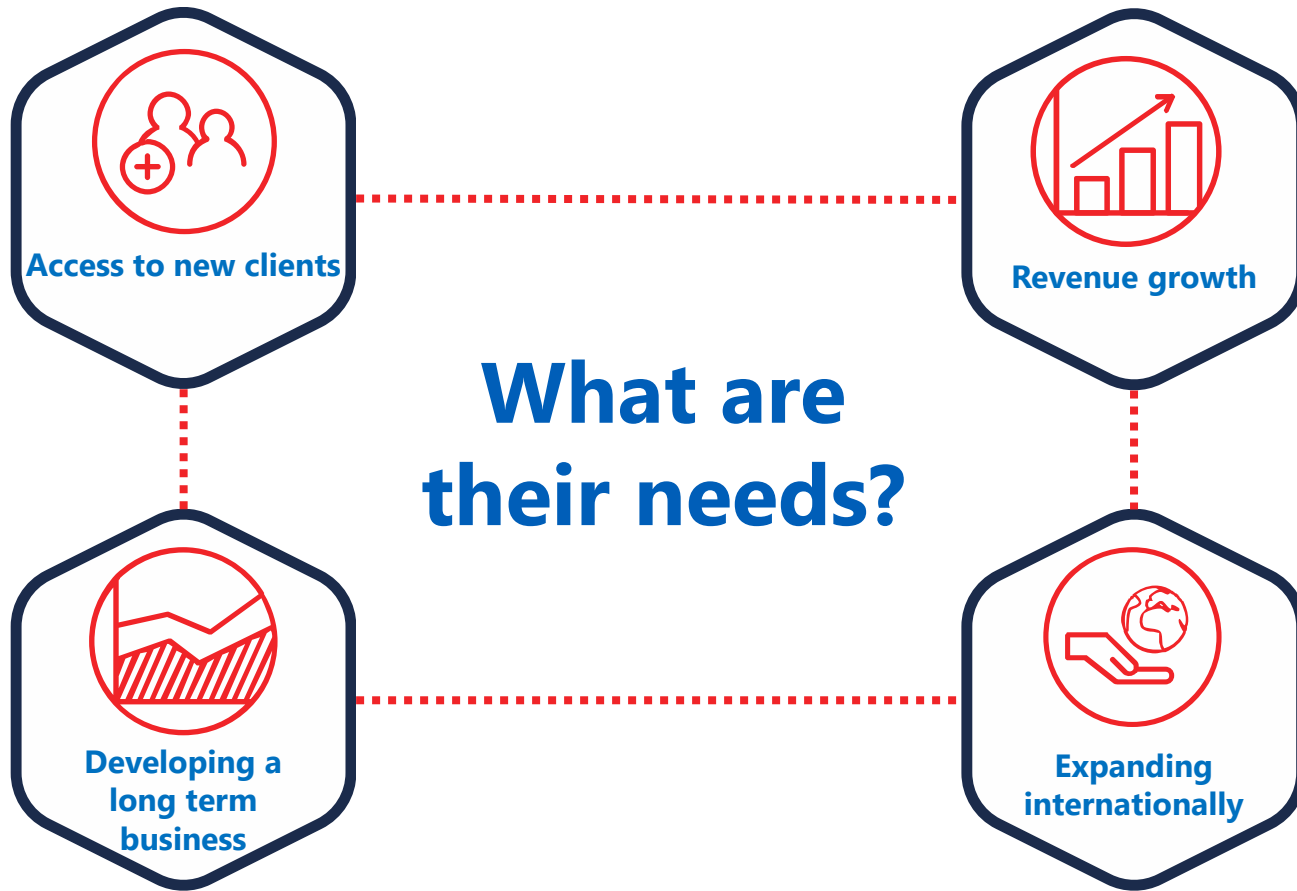
Slovenia

**Following 2019
merger with
extreme
digital**



**- Marketplace -
ecosystem for digital entrepreneurs**

Entrepreneurs & SMEs



Benefits for sellers

Fastest and easiest way to sell online



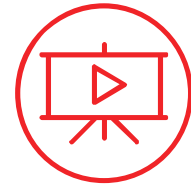
Sell from any place, urban or rural



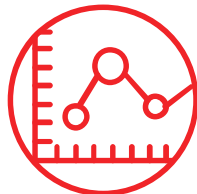
Access to +1 mil. visitors a day



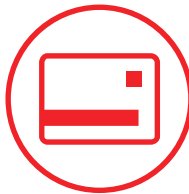
Access to trainings



Instant access to statistics and recommendations



No risks attached, pay as you sell



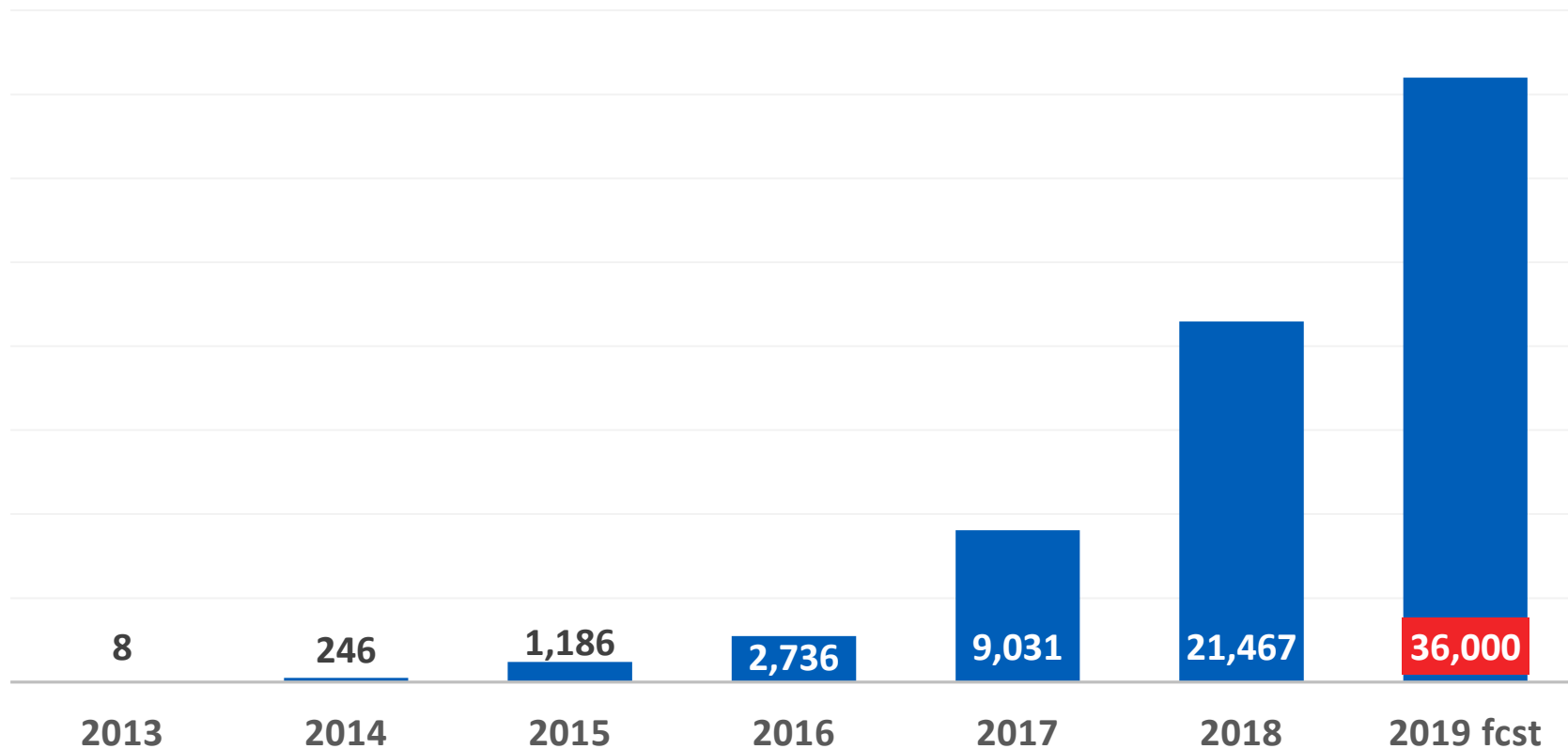
Special terms for small local manufacturers



Easy way to go international



Number of seller evolution



** All countries*

- **Artificial intelligence –
Better customer experience
and improved productivity**

**- AI condition -
data driven culture**

eMAG Business Intelligence

- ❖ Daily data processed: >250TB
- ❖ No. of reports: >1000
- ❖ No. of near real time dashboards >150
- ❖ No. of reloads(bring new data in reports): >16.000(daily)
- ❖ No. of KPIs calculated in reports: >20.000
- ❖ Lines processed each day>150 billion

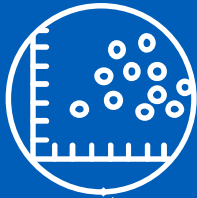
AI projects at eMAG

- ❖ Better search using ML
- ❖ Recommendation engine
- ❖ Image product matching
- ❖ Automated translation system
- ❖ Risk engine

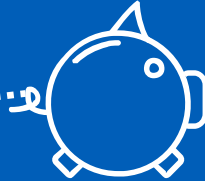
\$150m investment
in technology at eMAG during
last 7 years

Advantages of faster ecommerce development

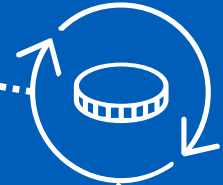
Huge selection of products, available everywhere



Save time, save money



Same price everywhere, for everybody



Decrease of offline prices, influenced by online prices



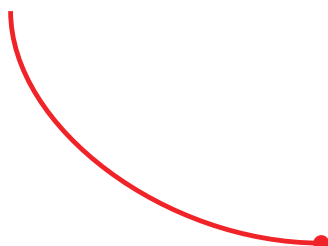
Better services: 30 days money back, customer reviews



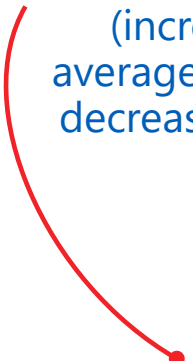
Moving forward

Opportunities for faster ecommerce development

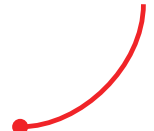
Faster
development
of **DSM**



Better
transport
infrastructure
(increase
average speed,
decrease cost)



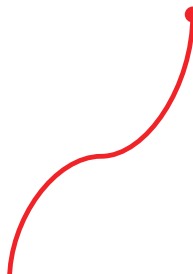
Faster
development
of **digital skills**



Usable online
interfaces
between public
services and
citizens



Smart regulations:
better understanding
of digital environment



Support for local
digital champions
to grow
internationally



Global regulatory framework: what's needed?

Reduce
fragmentation.
Transparent and
predictable rules
at global level



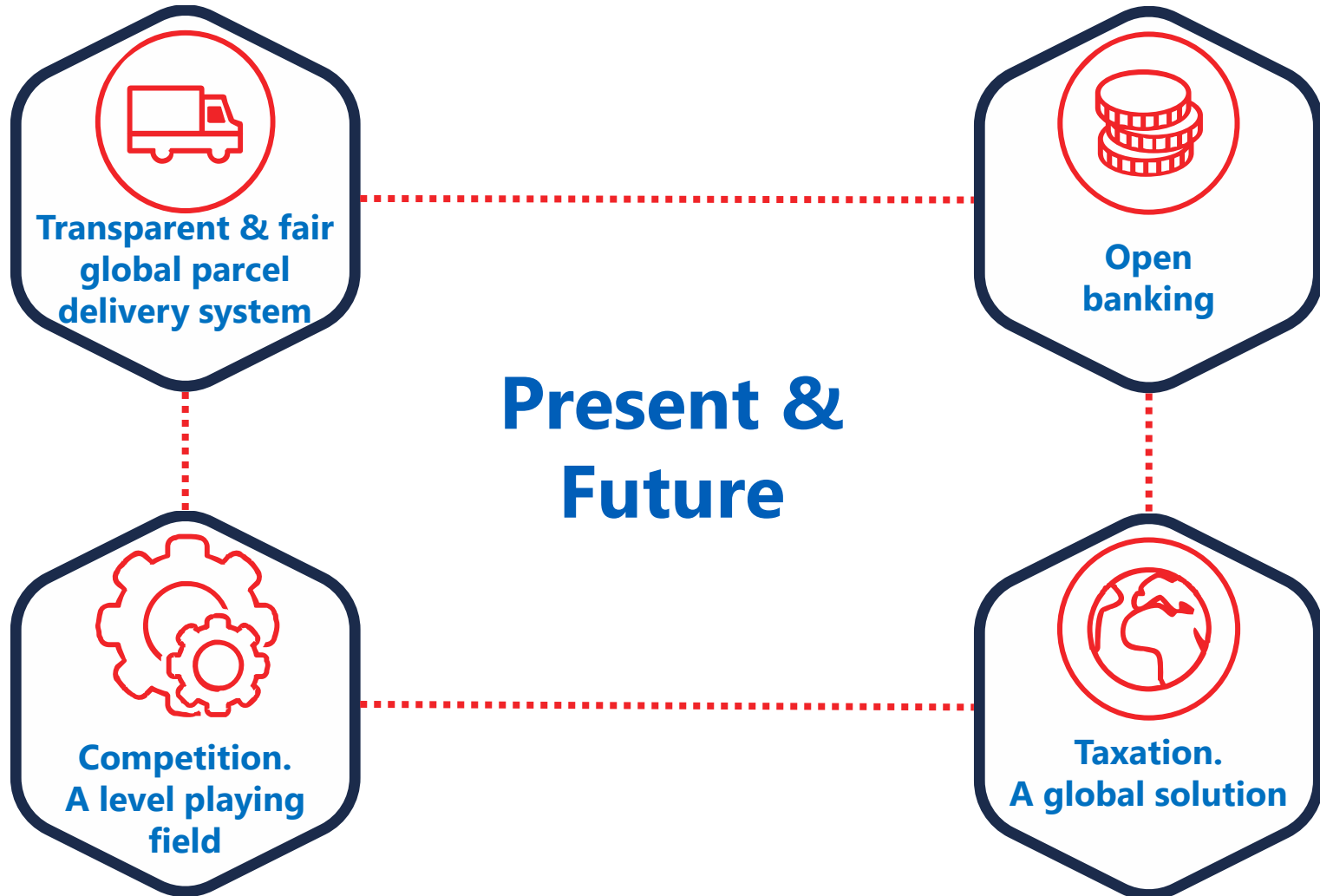
Create channel –
neutral regulation



Involve Tech
Companies in
policy creation



Focus on issues





**Allocate the necessary
resources for Digital
Education**



**Boost
connectivity**



**MUST
HAVE**



Thank you!