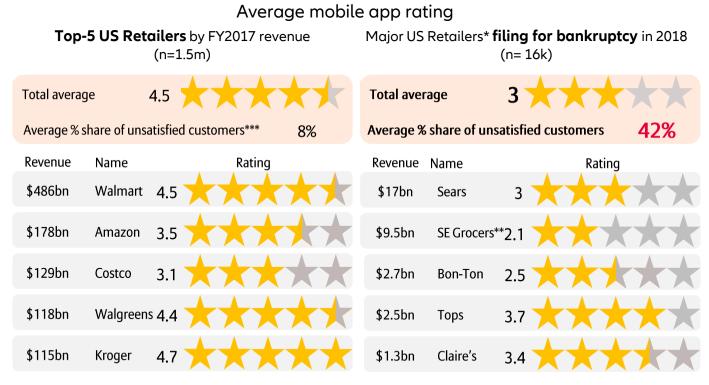


## US BLACK FRIDAY: TIME TO RETHINK YOUR MOBILE APP EXPERIENCE?

More than 25% of sales on Black Friday will be done using a mobile device in 2018 making mobile experience more important than ever. Consumer satisfaction with mobiles apps of retailers that went into insolvency in 2018 was lagging behind the industry leaders.



Close to 30% of the US consumers will be making purchases on their mobile devices during Black Friday 2018.

Out of 13 Major Retailers\* filing for insolvency in 2018 only 6 were offering a mobile app to their customers.

6 Major Retailers filing for insolvency in 2018 had a larger proportion of customers unsatisfied with their mobile experience than the industry leaders (42% vs 8%, respectively).

Economic Research | sources: Euler Hermes, Apple © Copyright Allianz 21-Nov-18

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Mobile sales are expected to represent around 40% of e-commerce sales in 2018 and 45% in 2019.

<sup>\*</sup>Major Retailer threshold is >\$50mn of annual revenue

<sup>\*\*</sup>The rating represents Winn-Dixie's app owned by SE Grocers

<sup>\*\*\*%</sup> share of customers that have given a rating of 1 or 2 stars out of 5