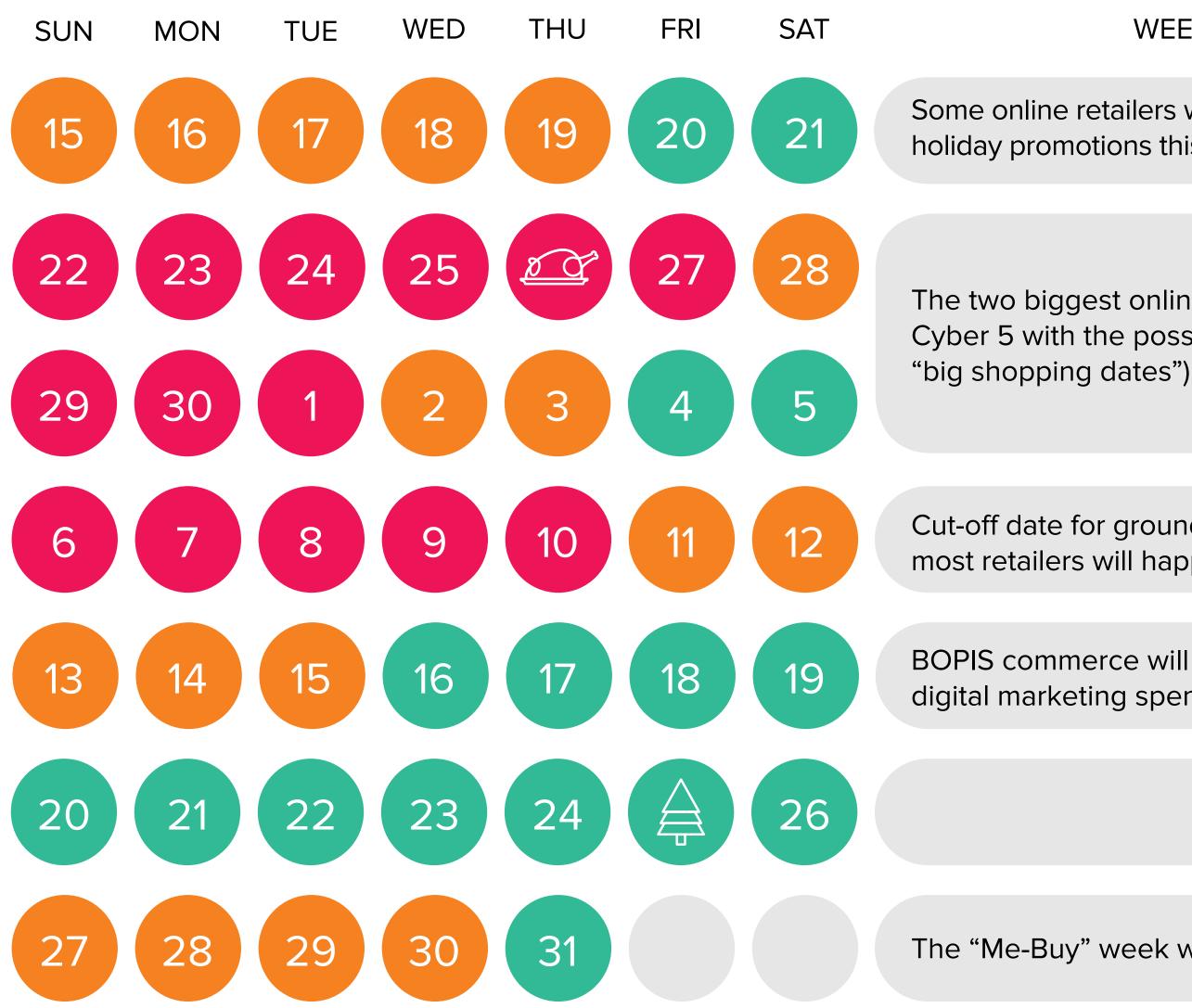
NetElivir[™]

2020 HOLIDAY ECOMMERCE SALES CALENDAR



WEEK'S CHARACTERISTICS

Some online retailers will be running their most attractive holiday promotions this week to induce early shopping behavior

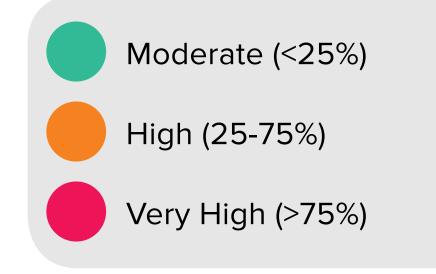
The two biggest online shopping weeks of 2020 (includes Cyber 5 with the possible emergence of 2 additional

Cut-off date for ground shipping (for delivery by 12/24) for most retailers will happen this week

BOPIS commerce will surge. Most retailers will lower their digital marketing spend this week

The "Me-Buy" week with deep sales discounts

Y/Y INCREASE IN **ONLINE SALES VOLUME**



FORECASTED HOLIDAY TRENDS

- Ecommerce Sales is likely to register a 45%+Y/Y increase in November and 20% Y/Y increase in December. The aggregate ecommerce sales will experience a 30%Y/Y increase in November-December 2020.
- Total Online Sales in November-December is likely to exceed 20% of total retail sales in the U.S.
- Shipping Cut-Off Dates and Product Availability will be the key limiting factors this year.



