

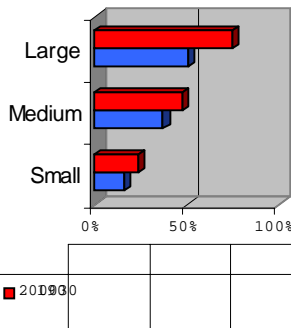
CANADIAN INTERNET STATS PACK



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GDSOURCING.COM
AUG 2000 #2

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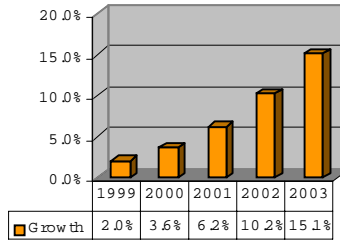
Percentage of Canadian Businesses with a Website by Size of Business



Source: Angus Reid

Business Use of the Internet in Canada 1999

Canadian Online Retailing Annual Growth Rate



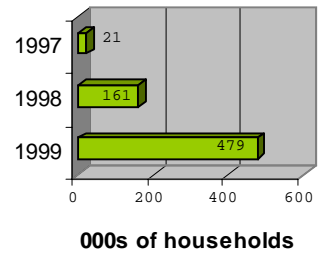
Source: Canadian E-business
Opportunities Roundtable Report

Canadian Online Retailing Performance Benchmarks (1st Q 2000)

Customer acquisition (cost per new customer)	\$39
Order conversion rate	1.9%
Revenue from repeat buyers	47%
Marketing spending as a % of revenue	32%
Marketing spend online	18%
Marketing spend off-line	82%
Order fulfillment time	1.6 days
Returns as a percent of revenue	7.7%

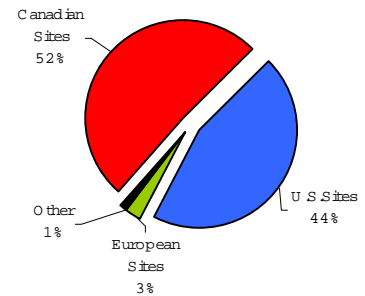
Source: BCG / RCC

Canadian Households with Cable Modems



Source: Canadian Cable Television
Association

Where Canadians Shop On-line (1999)



Source: Angus Reid/Deloitte &
Touche

% of Canadians who look
for Canadian sites when
shopping online **83%**

Source: Angus Reid

Top reasons Canadians look for Canadian e-commerce sites

