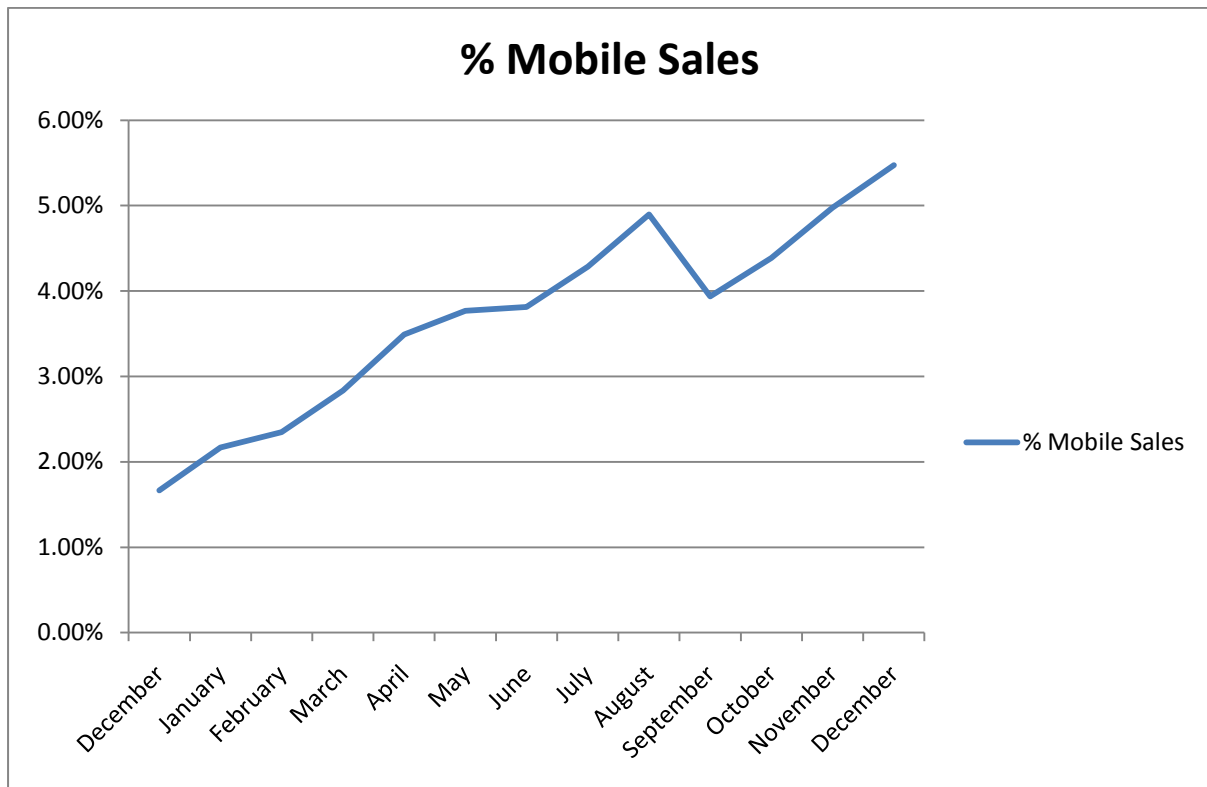


Mobile – December Update

Percentage of sales through mobile

Throughout the year, the percentage of transactions through mobile devices increased month on month (aside from a drop between August and September). At the end of 2010, just over 1.5% of sales were driven through mobile devices. By the end of 2011 this had more than trebled. In December 2011 the percentage of sales through mobile devices was just under 5.5%.

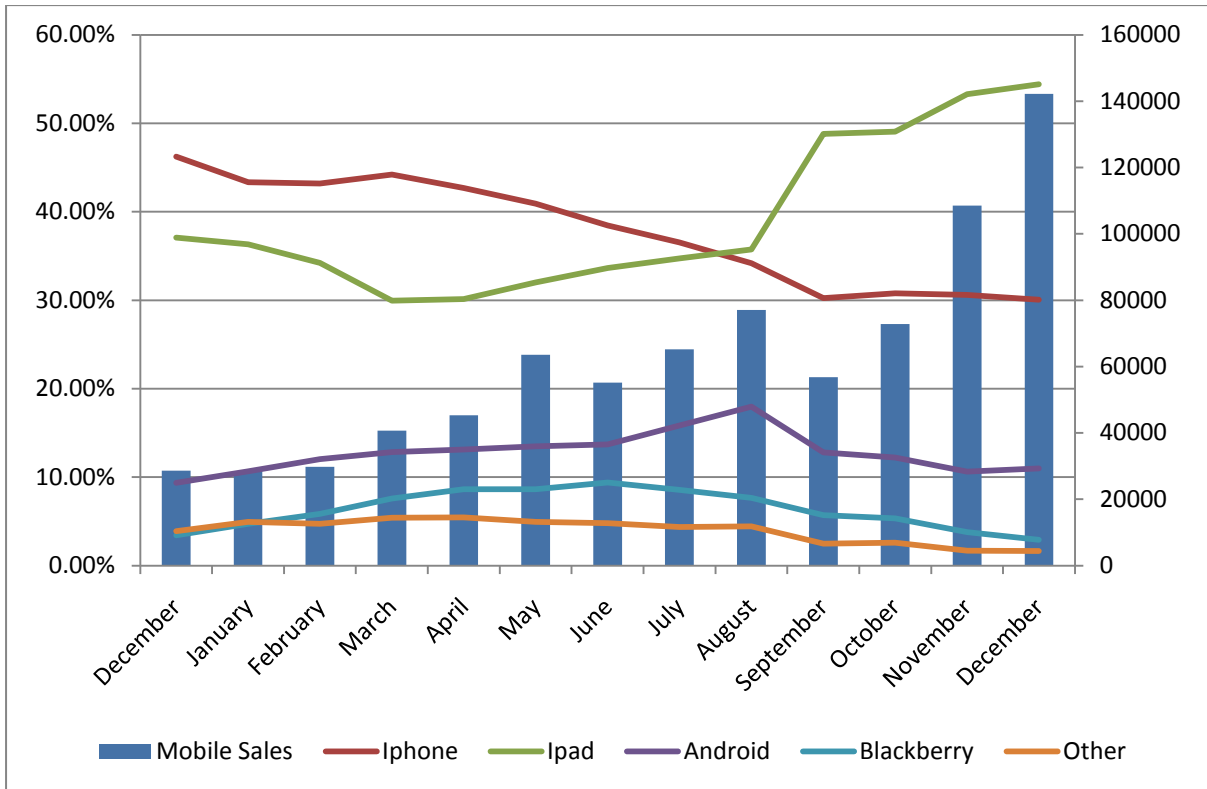


Mobile sales by device

The number of sales that we have seen through mobile devices has also increased significantly. In December 2010 we saw just under 30,000 transactions through mobile devices (including iPad). In December 2011 we tracked just over 140,000 sales through mobile devices.

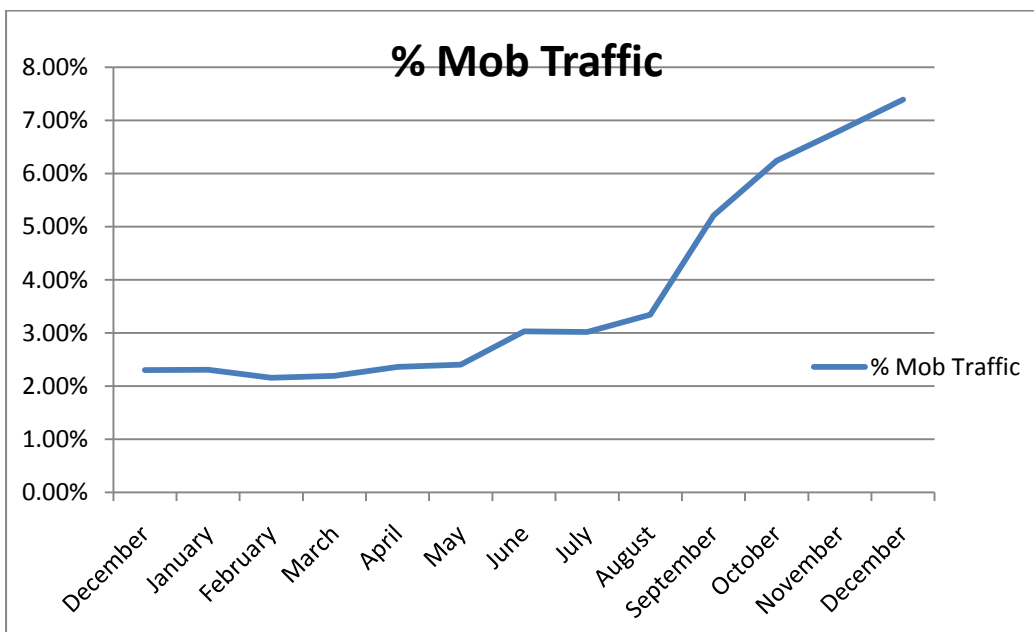
The share of sales through mobile devices has been dominated by Apple. Up until August, the iPhone had driven the greatest share of sales, but in August, sales through the iPad over took the iPhone for the first time. Since this period the iPad has continued to be the dominant device.

Android, Blackberry and 'Other' devices have seen a recent slump in their share of the market which has coincided with the launch of the iPhone 4S. The launch of this handset also helped the iPhone maintain its share of mobile sales after a decrease from January through to September.



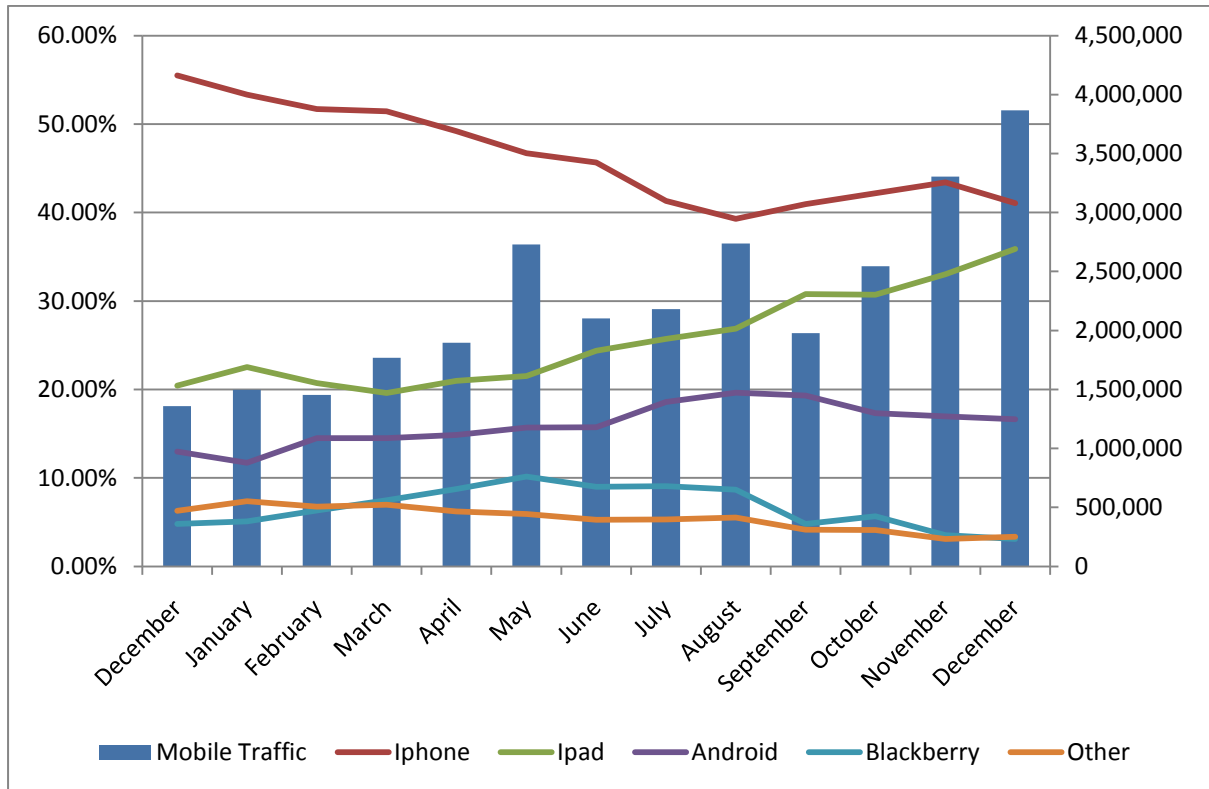
Mobile Traffic

The amount of traffic that has been coming through mobile devices has also increased dramatically. In December 2010 just over 2% of all network traffic was through mobile devices. By the end of 2011 this had increased to over 7%. This really highlights the importance of ensuring an effective mobile strategy is in place. The number of visits through mobile devices is expected to increase even further throughout 2012.



Mobile traffic by device

The iPhone continues to be the dominant device for mobile traffic, although the iPad is rapidly closing the gap as tablet penetration increases. As with sales – Android, Blackberry and 'Other' devices have experienced a slump in traffic from September onwards.



Conversion rate by device

Previously each of the mobile devices was converting at a greater rate than non mobile devices. Due to an improvement in the networks conversion rate (as traffic has decreased but transactions have remained fairly constant), it is now only the iPad that is converting at a greater rate than the network as a whole. The iPad is seeing impressive conversion rates of over 5%.

