

BRIDGING DISTANCE TO OPPORTUNITY IN FRANCE

How the Online Commerce Platform Enables Inclusive Economic Opportunities

DIGITAL DENSITY RANK*

1

Top Region

Provence-Alpes-Côte d'Azur

- LOWER DENSITY REGIONS
- HIGHEST DENSITY REGIONS



GDP PER CAPITA RANK

1

Top Region

Île-de-France

2. Auvergne-Rhône-Alpes
3. Provence-Alpes-Côte d'Azur
4. Pays de la Loire
5. Nouvelle-Aquitaine

POPULATION RANK

1

Top Region

Île-de-France

2. Auvergne-Rhône-Alpes
3. Hauts-de-France
4. Nouvelle-Aquitaine
5. Occitanie

Source: Institut National de la Statistique et des Etudes Economiques (INSEE), latest available data on population (2016) and GDP (2014).

POLICY ACTION TO PROMOTE INCLUSIVE ECONOMIC OPPORTUNITIES



At Local Level

Develop the Digital Ambassador program in all French regions to support small business digital adoption



At National Level

Simplify administrative processes to accelerate small business growth and internationalization

SMALL BUSINESS INTERNATIONALIZATION

99% EBAY-ENABLED FIRMS EXPORT*

VS

11.7% TRADITIONAL SMALL BUSINESSES

2% TRADITIONAL MICRO & SMALL RETAILERS

* EBAY-ENABLED FIRMS are professional sellers with sales of more than USD 10,000 annually on the eBay Marketplace.

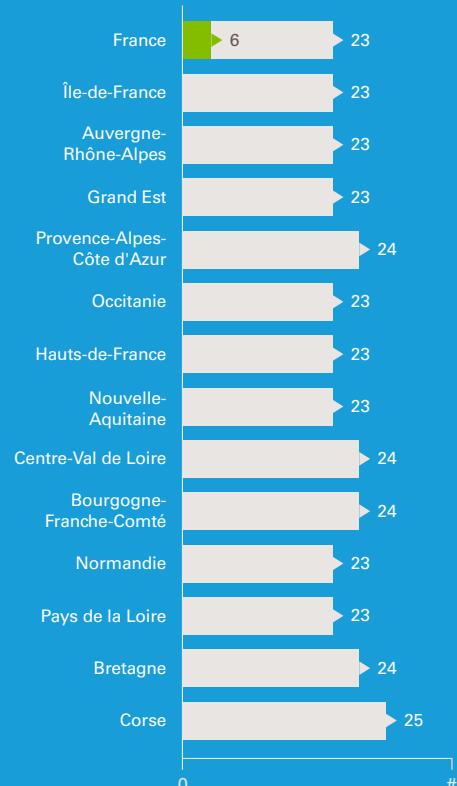


62%

EBAY-ENABLED FIRMS* IN FRANCE REACH FOUR OR MORE CONTINENTS



AVERAGE NUMBER OF FOREIGN DESTINATIONS



eBay-Enabled Firms Traditional Firms

Note: Only exporting eBay-enabled firms are considered.



At EU Level

Maintain VAT thresholds at levels that protect small remote retailers from cross-border bureaucracy and costs