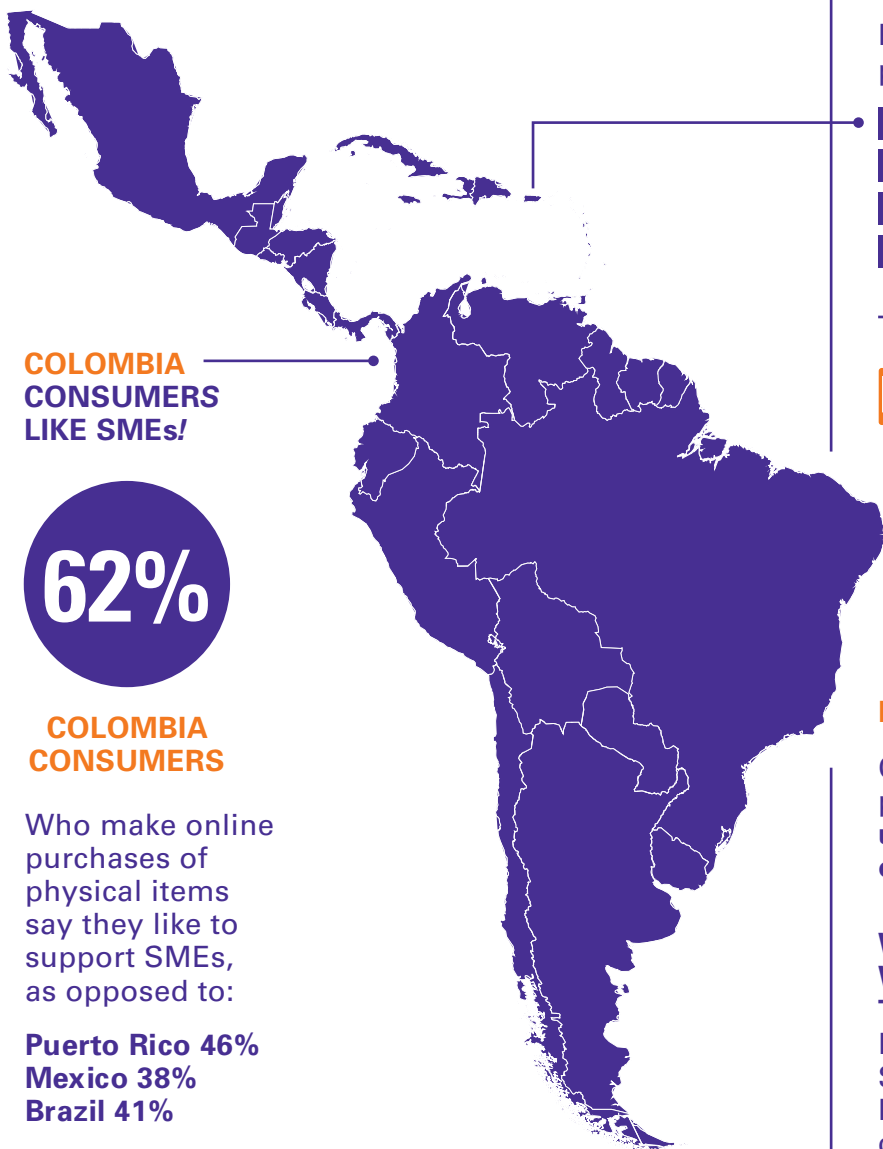




GLOBAL IS THE NEW LOCAL: LATIN AMERICANS' ONLINE PURCHASING HABITS UNVEILED

Technology has reshaped every aspect of our world over the last two decades, from social interactions to communications, but nowhere is this change more evident than in commerce. In the space of a generation, the entire shopping experience has been overhauled. Online shopping, in particular, has found rapid favor as consumers flock to digital retail markets, precipitating a fundamental shift in the traditional buyer-seller relationship.

The result is that consumers around the globe are shopping cross-border, seeking hard-to-find items and looking for deals, presenting an enormous prospect for those businesses willing to seize the opportunity. This evolving trend is also present in Latin America. To understand global consumer behavior around cross-border e-commerce, FedEx commissioned Forrester Consulting to evaluate what is accelerating and slowing these buying and selling behaviors from both sides of the transaction. Take a glimpse at the Latin American side of the story.



MOST LAC CONSUMERS OCCASIONALLY (EVERY FEW MONTHS OR A FEW TIMES PER YEAR) PURCHASE PHYSICAL PRODUCTS ONLINE



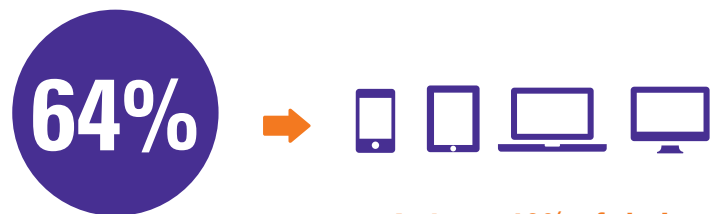
LAC CONSUMERS

GLOBAL AVERAGE



OF LAC CONSUMERS PURCHASE REGULARLY (a few times per month) slightly below the **global average of 35%**.

THOSE LAC CONSUMERS THAT DO BUY ONLINE REGULARLY TEND TO SPEND MORE FREELY



At least 10% of their purchases online

Higher than the global average of 52%.

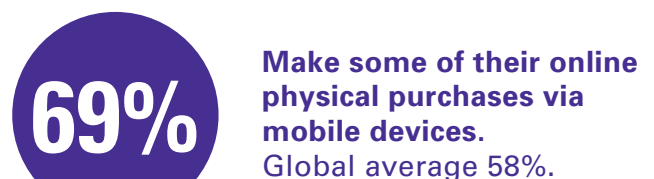
LAC CONSUMERS ARE MORE LIKELY TO PURCHASE PHYSICAL PRODUCTS FROM THE UNITED STATES



Percentage of online consumers who make physical purchases from outside their country or commonwealth



MOBILE DEVICES ARE A VIABLE METHOD FOR LAC CONSUMERS TO MAKE ONLINE PURCHASES



LAC CONSUMERS

Of those LAC consumers who do make online physical purchases via mobile devices, **91% have used them to make purchases outside their country of residence** – higher than the global average of 87%.

WHAT CONCERNS DO LAC CONSUMERS HAVE WHEN MAKING AN ONLINE PURCHASE OUTSIDE THEIR COUNTRY?

- Long delivery time: 49%
- Shipping reliability: 44%
- Inability to return items without hassle or added costs: 44%

CONCLUSION:

The good news is that FedEx Express helps small, medium and large exporters by offering them innovative ways to access and deliver to consumers around the globe. FedEx continues to develop solutions that make it easier for SME's to expand in the global marketplace. Some of those solutions include Global Returns, a service designed to simplify the worldwide returns process for shippers and consumers alike. Another one is FedEx Mobile Shipping Solutions, which allows consumers to easily and conveniently ship, track and schedule shipments on their mobile devices.

NOTES:

Forrester conducted an online survey of 9,006 global online consumers and interviewed 34 small and medium size businesses with international e-commerce operations in Australia, Brazil, Canada, China, Colombia, France, Germany, Hong Kong, India, Italy, Japan, Mexico, Puerto Rico, Singapore, South Korea, the UK, and the US. The study took place between July and September 2014.

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