

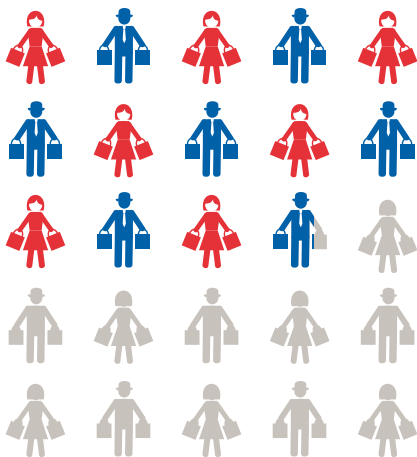
# 4G THE IMPACT ON UK RETAIL



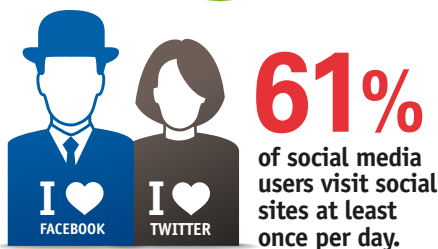
## ONLINE & OFFLINE ARE BLURRING

### CONVENIENCE

**55%** of Brits are shopping more through mobile this year than last.



### INSPIRATION



UK retail spend directly influenced by social media will double by the end of 2014.



### OPPORTUNITY

eBay's global forecast for mobile sales this year.



In the UK an item is bought every second through a mobile device.



### 4G WILL HELP TO BREAK DOWN BARRIERS

The number of consumers who are frustrated by reliability

**49.6%**



The number of consumers who are frustrated by speed

**50.3%**

