

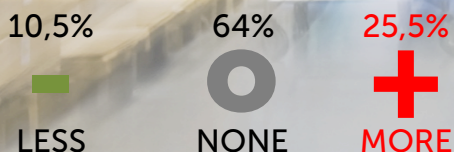
Selective distribution limitation



Type of restriction

Sales in online marketplaces	78%
Use of manufacturer images	31%
Sales in own online shop	28%
Advertising for own online shop	22%
Accusation sale of counterfeit items	8%

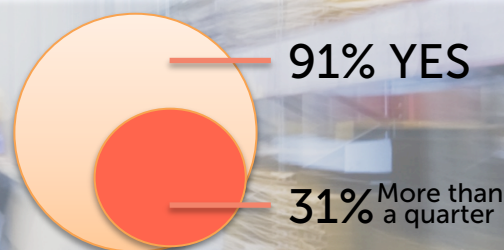
Change according to German Cartel Office



Consequences

- 56% Growth is not possible
- 31% Future is threatened
- 15% Had to dismiss employees
- 6% Threatened with insolvency
- 4% Had to close shop

Revenue loss



Effects

- 73% Diversity in online retail decreases
- 63% Manufacturers build monopoly
- 61% Decrease in online traders
- 57% Manufacturers focus on their own shop
- 56% Innovation in online trading decreases
- 51% Consumers is no longer find goods
- 48% Price increase for consumers

Online survey conducted by Choice in eCommerce - Initiative for diversity and innovation in online trading (Project of the Federal Association for Online Trading (BVOH)) in September / October 2014 n = 503 Multiple answers are possible. Without guarantee.