



PRESS RELEASE

Icecat Q1 2017 trends: E-commerce channel expanded by 21% and Fashion, Toys and Lighting surge.

Amsterdam, The Netherlands, May 11, 2017: The E-commerce channel, as measured by Icecat, expanded by 21% in Q1 2017 compared to the same period one year earlier. At the same time, Fashion, Toys and Lighting categories Surged. Finally, Philips has become the most popular mainstream brand in the ecommerce channel in Q1 2017, whilst tech brand HP is still the most connected online brand.

Q1 2017 highlights:

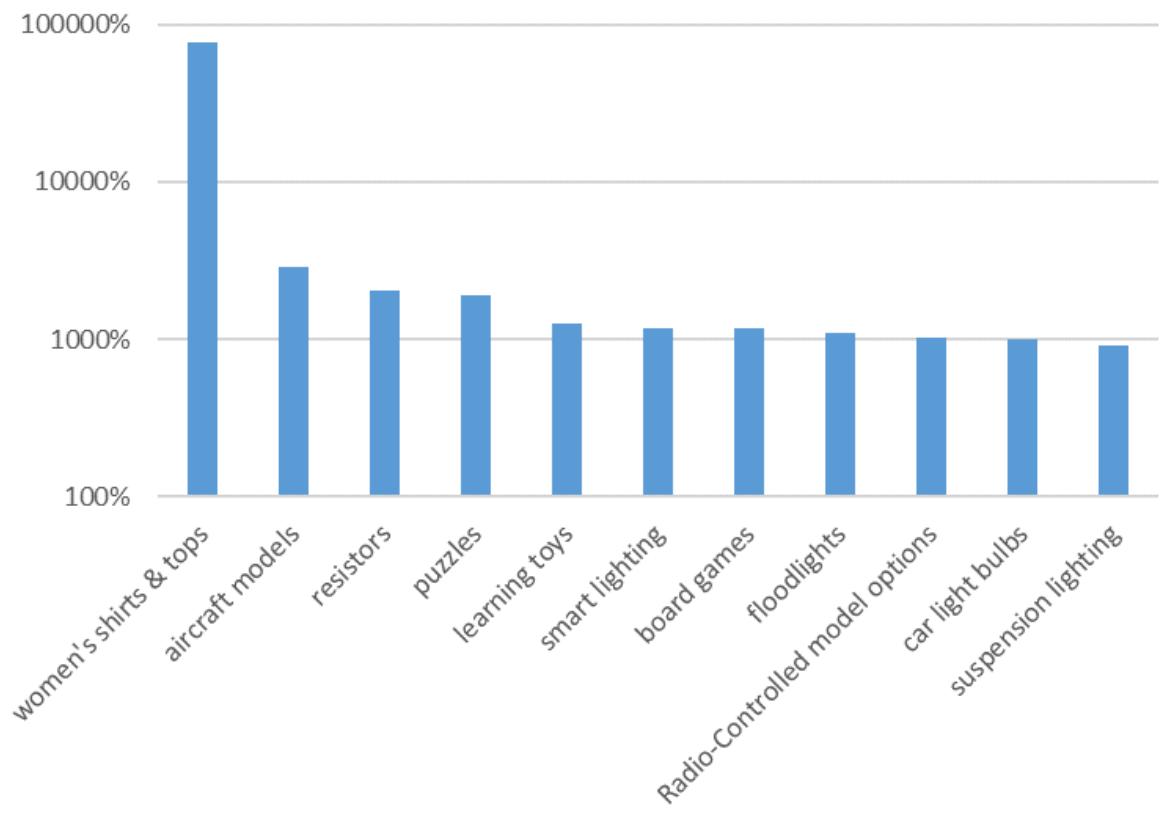
- E-commerce channel expanded by 21%
- Fashion, Toys and Lighting Categories Surge in Q1 2017
- Philips most popular in Q1 2017, HP most connected
- Icecat revenues expanded by 19.8%

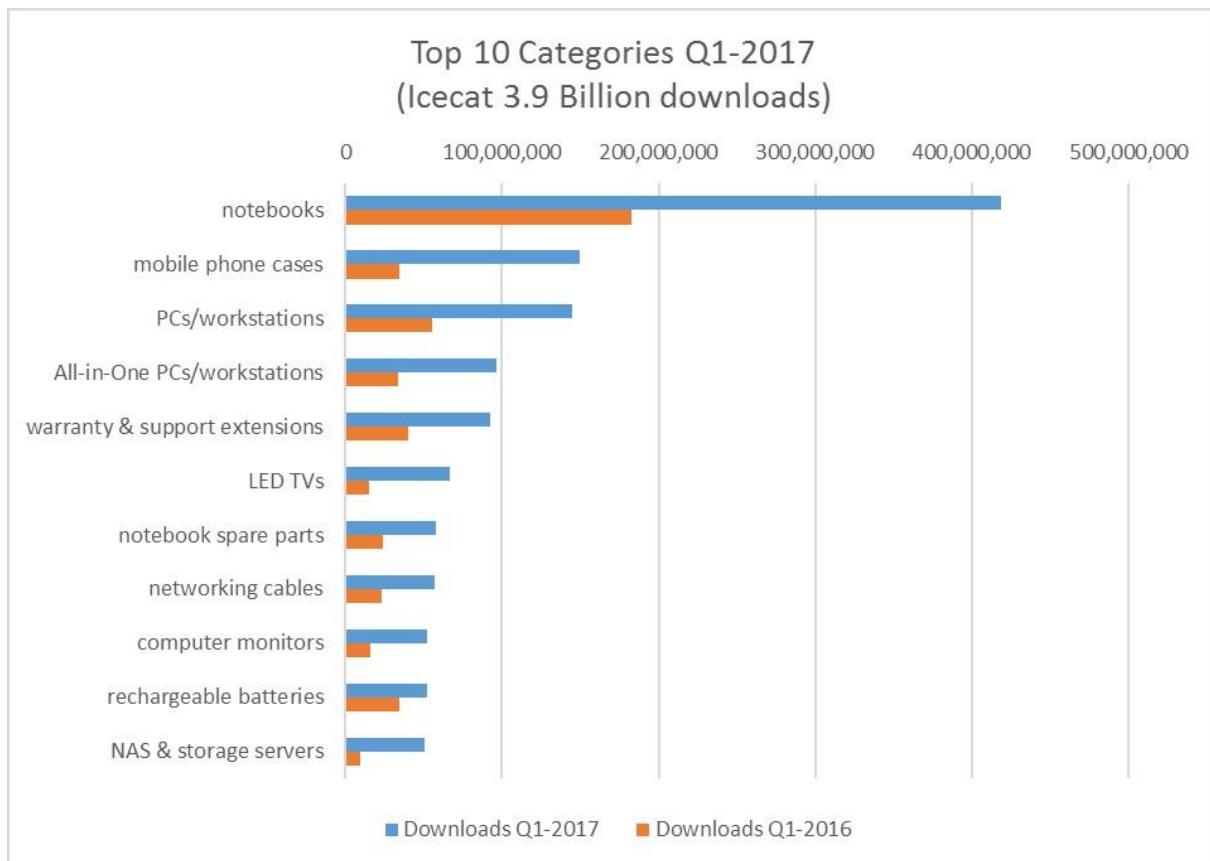
Fashion, Toys and Lighting Categories Surge in Q1 2017

In Q1 2017, the fastest growing categories are in Fashion (Women's Shorts & Tops), Toys (Aircraft Models, Puzzles, Learning Toys, Board Games, Radio-Controlled Model Accessories & Supplies), Lighting (Floodlights, Car Light Bulbs, Suspension Lights) and Electronics (Resistors).

The overall top 10 categories in Q1 2017, is led by Notebooks, Mobile Phone Cases after a strong surge, and PCs/Workstations. Also the relative demand for LED TVs has surged in the top 10, based on 3.9 billion Icecat data-sheet downloads.

Fast-Moving Cats Q1-2017 (based on 3.9 Billion Icecat downloads)

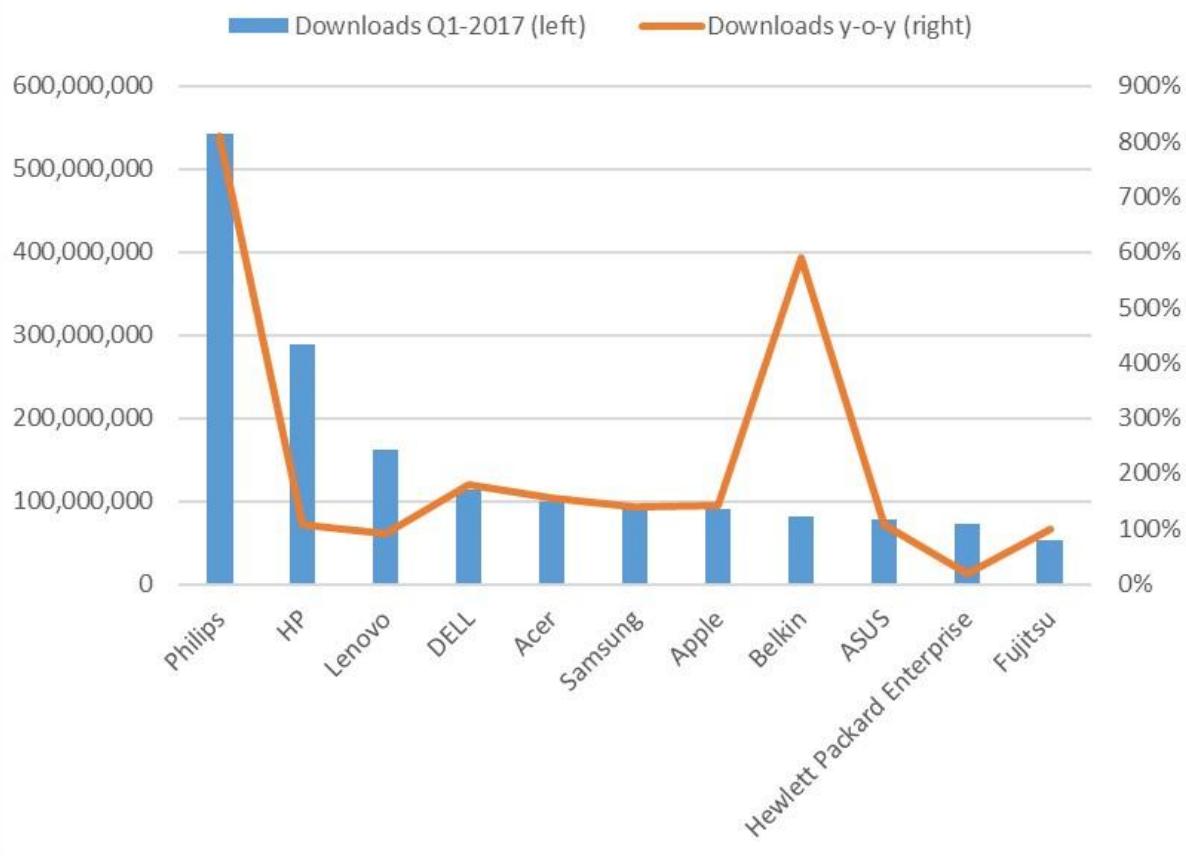




Philips most popular in Q1 2017, HP most connected

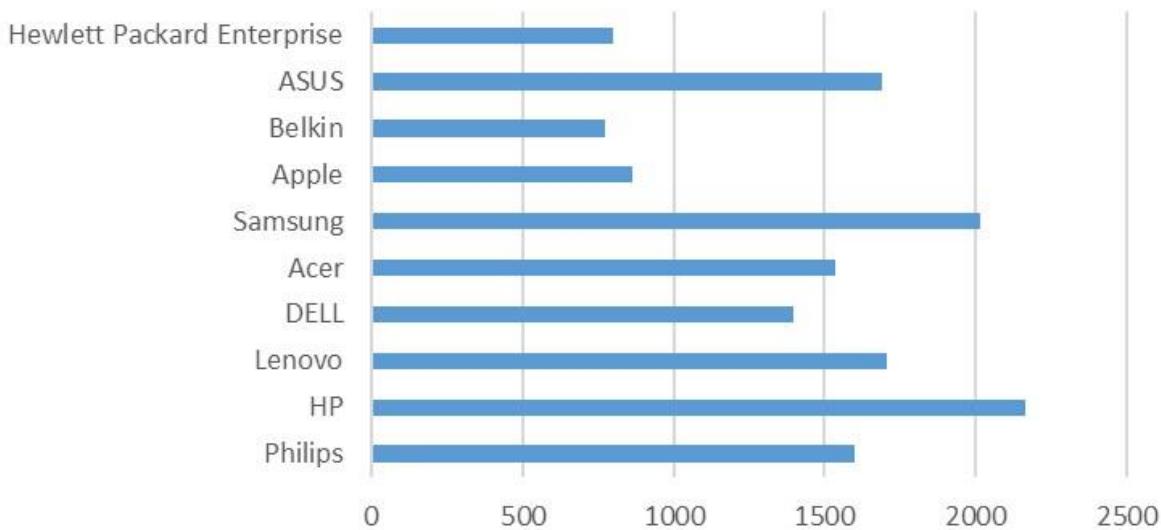
Philips took over the pole position in the Icecat Top 10 Brands of Q1-2017, based on nearly 4 billion data-sheet downloads. Computer brands HP and Lenovo complete the top 3. Belkin also improved its relative position a lot, based on a 600% surge in popularity of its products.

Top 10 Brands Q1-2017 (n=3.9 Billion Icecat downloads)



In terms of connectivity to ebusiness platforms, HP, Samsung and ASUS stand out, which is logical as the degree of ebusiness integration in the IT channel is the highest compared to any other sector.

Brands Connected to E-platforms Q1-2017 (Icecat, n=4634)



E-commerce channel expanded 21%

Icecat's metrics are based on 3.9 billion data-sheet downloads in Q1 2017, an increase by 143%. Icecat is monitoring 15K brands (+15%), 4K categories (+32%), and witnessed an expansion of the e-channel with 21% in terms of channel partners, and 16% in terms of supported tech platforms.

	Q1 2017	Change Y-o-Y
Downloads	3,924,769,286	143%
Brands	15,165	15%
Categories	3,903	32%
Channel partners	68,412	21%
Platforms Supported	4,634	16%

Icecat revenues expanded by 19.8%

In Q1 2017, the revenues of Icecat NV expanded by 19.8% to 1.6M euro. In Q1, the revenues of Iceshop BV were consolidated for the first time, explaining around half of the growth.

About Icecat NV

Icecat NV, stock noted at Dutch NPEX, is a global publisher and syndicator of product information for the e-commerce market. Icecat NV, founded in 2009, works with some 68,000 webshops and hundreds of brands such as Philips, Sony, Samsung, HP, P&G, L'Oréal.

Icecat includes the subsidiaries Icecat LLC (Icecat Ukraine) and Icecat Content Sourcing OÜ (Icecat Estonia), Iceshop BV, and participation Hatch B.V. The cost centers Icecat Ukraine and Icecat Estonia are responsible for hiring editor and software developer capacity. Hatch BV (formerly Iceleads) delivers smart "Buy Now" buttons that help manufacturers to turn their websites into measurable lead generators for their online retailers.

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