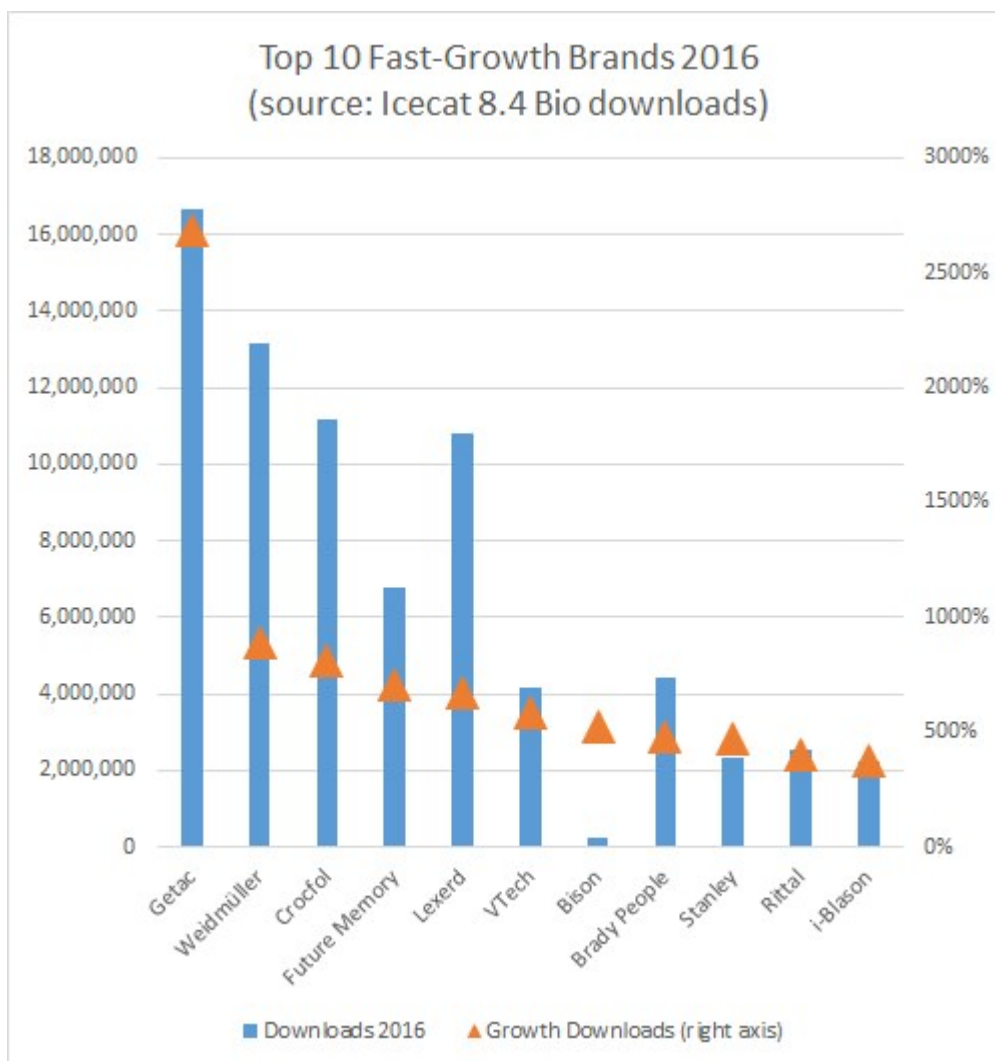


E-channel Top 10 in 2016: Acer doubles its Footprint. DIY and Toys Brands Soaring.

HP, Philips and Lenovo are leading the ecommerce channel in 2016, based on a measurement of 8.4 billion annual data-sheet downloads by Icecat, worldwide. Hewlett Packard Enterprise and Sony are the only top 10 brands that were less popular in 2016 than in 2015. Acer is developing relatively well, doubling its online footprint (+103%) year-on-year.



In the top 10 fast-growth brands of 2016, it's not computer tech brand Getac that is most noticeable as the fastest growing brand. But, it's the presence of three Do It Yourself

(DIY) brands: Bison, Stanley and Rittal. And also Toys brand Vtech is becoming visible. Not surprising, as both DIY and Toys, have become popular e-commerce categories enjoying a surge in online attention.

The Icecat statistics were based on 8.4 Billion data-sheet downloads in 2016, an increase by 29% compared to 2015.