Global tech context
Technology: a digital revolution
- fourth industrial revolution -
## Top 10 companies

- **End of 2011**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Company</th>
<th>Value (billions USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>🇺🇸</td>
<td>Exxon Mobil</td>
<td>406</td>
</tr>
<tr>
<td>2</td>
<td>🇺🇸</td>
<td>Apple Inc.</td>
<td>376</td>
</tr>
<tr>
<td>3</td>
<td>🇨🇳</td>
<td>PetroChina</td>
<td>277</td>
</tr>
<tr>
<td>4</td>
<td>🇺🇸</td>
<td>Royal Dutch Shell</td>
<td>237</td>
</tr>
<tr>
<td>5</td>
<td>🇨🇳</td>
<td>ICBC</td>
<td>228</td>
</tr>
<tr>
<td>6</td>
<td>🇺🇸</td>
<td>Microsoft</td>
<td>218</td>
</tr>
<tr>
<td>7</td>
<td>🇺🇸</td>
<td>IBM</td>
<td>217</td>
</tr>
<tr>
<td>8</td>
<td>🇺🇸</td>
<td>Chevron Corporation</td>
<td>212</td>
</tr>
<tr>
<td>9</td>
<td>🇺🇸</td>
<td>Wal-Mart</td>
<td>205</td>
</tr>
<tr>
<td>10</td>
<td>🇨🇳</td>
<td>China Mobile</td>
<td>196</td>
</tr>
</tbody>
</table>

## Top 10 companies

- **Beginning of 2019**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Company</th>
<th>Value (billions USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Microsoft</td>
<td>905</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Apple Inc.</td>
<td>895</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Amazon.com</td>
<td>875</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Alphabet Inc.</td>
<td>818</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Berkshire Hathaway</td>
<td>494</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Facebook</td>
<td>476</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>Alibaba Group</td>
<td>473</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>Tencent</td>
<td>441</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>Johnson &amp; Johnson</td>
<td>372</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>ExxonMobil</td>
<td>342</td>
</tr>
</tbody>
</table>

eMAG Technology
eMAG History

- Romania since 2001
- Bulgaria since 2012
- Hungary since 2013
- Poland since 2015
Following 2019 merger with extreme digital

Austria
Croatia
Czechia
Slovakia
Slovenia
- Marketplace -
ecosystem for digital entrepreneurs
Entrepreneurs & SMEs

Access to new clients

Developing a long term business

Revenue growth

Expanding internationally

What are their needs?
Benefits for sellers

- Fastest and easiest way to sell online
- Sell from any place, urban or rural
- Access to +1 mil. visitors a day
- Access to trainings
- Instant access to statistics and recommendations
- No risks attached, pay as you sell
- Special terms for small local manufacturers
- Easy way to go international
Number of seller evolution

<table>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>8</td>
<td>246</td>
<td>1,186</td>
<td>2,736</td>
<td>9,031</td>
<td>21,467</td>
<td>36,000</td>
</tr>
</tbody>
</table>

* All countries
Artificial intelligence – Better customer experience and improved productivity
- AI condition -
data driven culture
eMAG Business Intelligence

- Daily data processed: >250TB
- No. of reports: >1000
- No. of near real time dashboards >150
- No. of reloads (bring new data in reports): >16,000 (daily)
- No. of KPIs calculated in reports: >20,000
- Lines processed each day >150 billion
AI projects at eMAG

- Better search using ML
- Recommendation engine
- Image product matching
- Automated translation system
- Risk engine
$150m investment in technology at eMAG during last 7 years
Advantages of faster ecommerce development

- Huge selection of products, available everywhere
- Save time, save money
- Same price everywhere, for everybody
- Decrease of offline prices, influenced by online prices
- Better services: 30 days money back, customer reviews
Moving forward
Opportunities for faster ecommerce development

- Faster development of DSM
- Better transport infrastructure (increase average speed, decrease cost)
- Faster development of digital skills
- Usable online interfaces between public services and citizens
- Smart regulations: better understanding of digital environment
- Support for local digital champions to grow internationally
Global regulatory framework: what’s needed?

- **Reduce fragmentation.** Transparent and predictable rules at global level
- **Create channel – neutral regulation**
- **Involve Tech Companies in policy creation**
Focus on issues

Transparent & fair global parcel delivery system

Open banking

Competition. A level playing field

Taxation. A global solution

Present & Future
Allocate the necessary resources for Digital Education

Boost connectivity

MUST HAVE
Thank you!