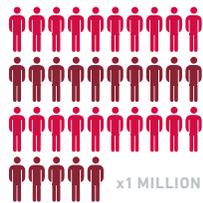


The Canadian Opportunity

Canada is more than maple syrup, snow and wide-open space. In fact, your neighbor north of the border is home to a whopping \$22.3 billion dollar online market, and has one of the strongest middle classes on the planet. **Farrow can help you achieve success in Canada.**

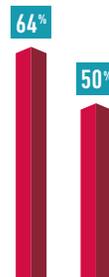


A population of over
35 MILLION

\$22.3 BILLION ONLINE MARKET



80% of Canadians live within 100 miles of the U.S. border



64% of Canadians have disposable income vs. **50%** in the U.S.



Live in six major cities

- TORONTO
- MONTREAL
- VANCOUVER
- CALGARY
- OTTAWA
- EDMONTON

High household incomes

\$69,860 CANADA **\$50,054** U.S.

(Source: comScore, Inc., Canada Digital Future in Focus, Canada, Jan 2012 – Dec 2012)



Canadians spend more time online than anyone else in the world —
45.6 hours per month



60% of Canadians have purchased online from a U.S. company or website



Canadians spend an estimated **8–10%** of their consumer dollars in the U.S.



61% of Canadians say shipping costs are the top reason for abandonment of an online shopping cart



40% of Canadian online shoppers made 7+ purchases in a 3 month period



Canadian shoppers are willing to wait nearly **10 days**, 3 days more than U.S. shoppers

- Returns provide an opportunity for retailer differentiation
- More than half of Canadian shoppers indicate that they view a returns policy prior to making a purchase
- Retailers must ensure they have a transparent and satisfactory returns policy
- Over 4 in 10 shoppers indicated they would be unlikely to complete a sale if they had to pay for returns shipping, even if they could return for free in-store

ARE YOU READY TO TALK SERIOUSLY ABOUT EXPANDING YOUR BUSINESS NORTH OF THE BORDER? PUT OUR EXPERTISE TO WORK TODAY.



1.844.532.7769



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