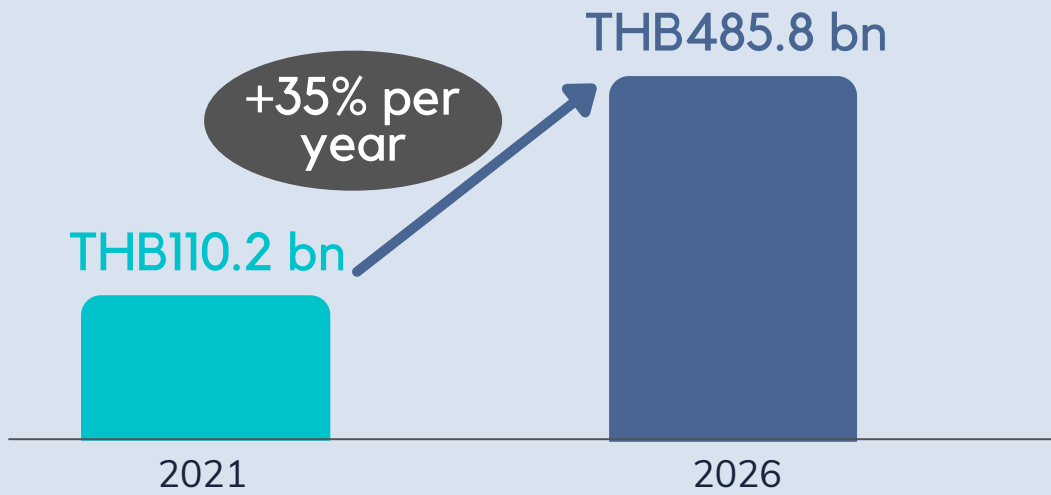


LOCAL SELLERS, GLOBAL CONSUMERS



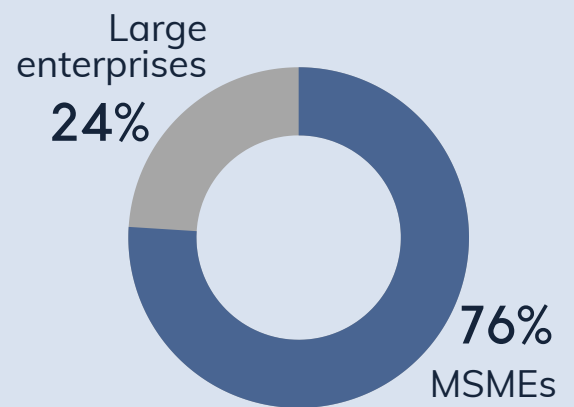
Capturing Thailand's e-commerce export opportunity

THAILAND'S E-COMMERCE EXPORT OPPORTUNITY



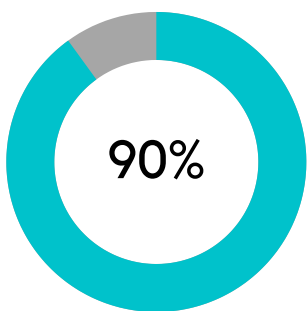
Today, firms in Thailand earn a total THB110.2bn from exporting via e-commerce

If MSMEs were to accelerate e-commerce use, this value could reach THB485.8bn in 2026

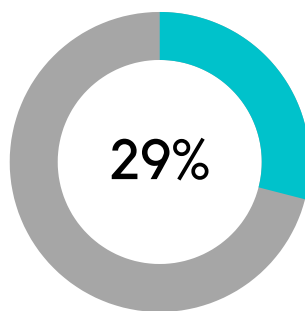


Over 70% of this value could be earned by MSMEs in the country

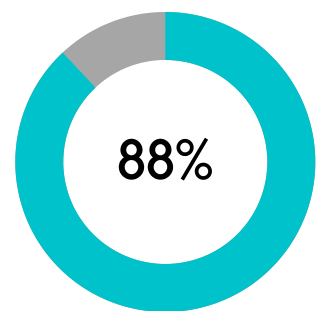
MSMES' PERSPECTIVES ON EXPORTING VIA E-COMMERCE



90% of MSMEs believe e-commerce is critical for their ability to export



29% of exporting MSMEs that use e-commerce earn over half of their online sales from abroad



88% of MSMEs perceive high cross-border logistics costs to be a challenge*

*This includes MSMEs who indicated that they somewhat or strongly agree that the barrier constrains the company's ability to export overseas via e-commerce

SUPPORTING MSMES IN THEIR E-COMMERCE EXPORT JOURNEYS

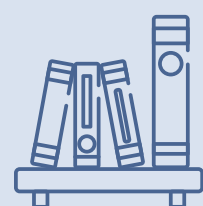
Three key actions identified by MSMEs to fully unlock the e-commerce export opportunity:



E-commerce and export grants



Build partnerships and incentivize adoption for e-payments



Educational sessions on cross-border e-commerce