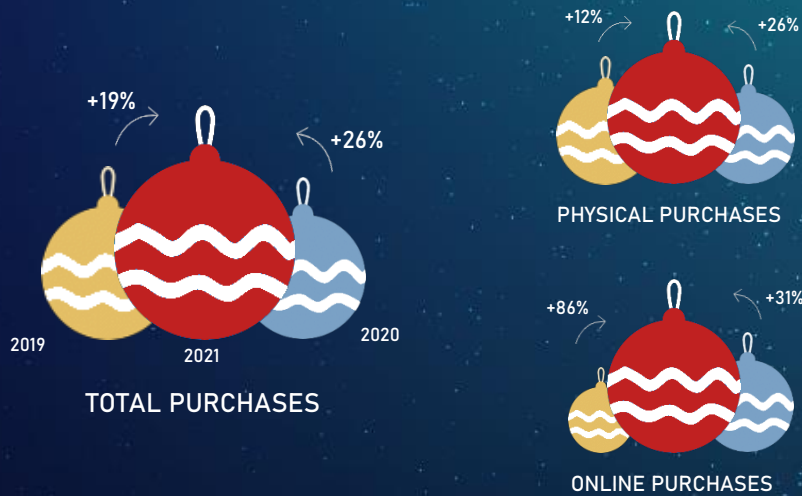


# CHRISTMAS 2021

PORTUGAL - WEDNESDAY, JANUARY 6th 2022

## ACTIVITY INCREASE IN 2021

Variation of physical and online purchases (in no.) in December



## E-COMMERCE WEIGHT INCREASE

The weight of online purchases has been increasing, reaching 14% by December 2021

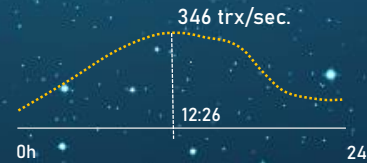


## DAY 23 AT THE TOP OF 2021

Variation (indexed) of the top 3 days of 2021 regarding physical purchases

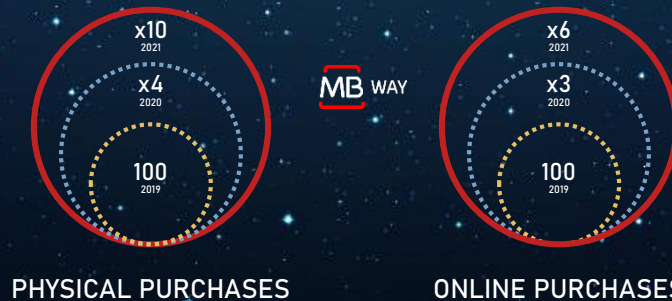


## TRANSACTIONS PEAK ON DECEMBER 24



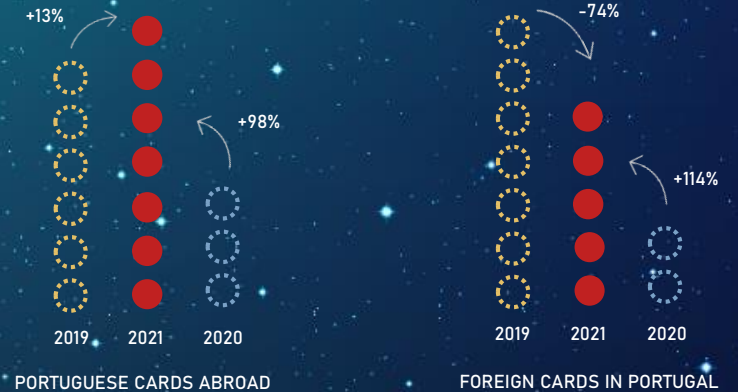
## MB WAY SIGNIFICANT INCREASE

Variation (indexed) of MB WAY purchases in December (in no.)



## MORE PURCHASES ABROAD

Variation (in no.) of physical purchases in December of Portuguese cards abroad and foreign cards in Portugal



## GAMES & TOYS ARE THE BIGGEST CONSUMPTION FOCUS IN DECEMBER

Sectors with the largest increase in no. of purchases compared to the average of the rest of the year

