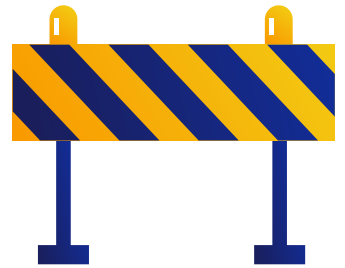


Unblocking e-commerce

84% of online shoppers don't buy from other countries¹

50% of online retailers don't sell to other countries²

Unjustified geo-blocking is a barrier to a European digital single market



Customers should be able to "shop like a local" whatever their country of residence or location



Unjustified geo-blocking leaves shoppers unable to buy goods from abroad

Unjustified geo-blocking limits choice



We support the European Commission's efforts to prevent **unjustified** geo-blocking

In-store and online, digital payments should be quick, safe and easy whether you're shopping locally or in another EU country. Your location or country of residence alone shouldn't matter.



Visa Europe helps make secure electronic payments happen between millions of European consumers, businesses, and governments.

For more information visit: [visaeurope.com](https://www.visaeurope.com)

¹ http://ec.europa.eu/competition/antitrust/e-commerce_sw_d_en.pdf

² <https://ec.europa.eu/digital-single-market/en/geo-blocking-digital-single-market>