

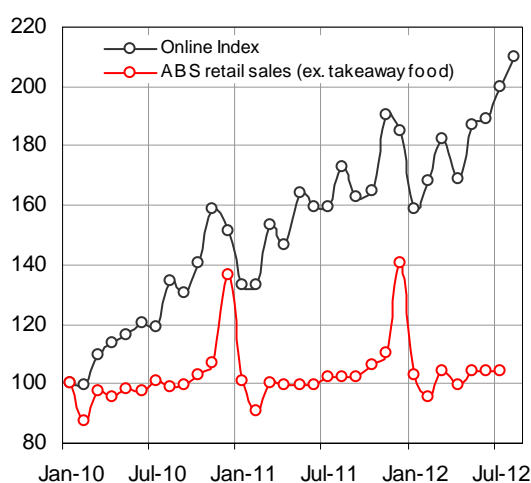
## NAB Online Retail Sales Index Monthly update – August 2012

### Robust growth remains for online sales in August – up +22% year-on-year

- In the year to August 2012, Australians spent a total of \$11.9 billion in online retail sales. This figure is equivalent to 5.4% of traditional bricks & mortar retail spending (excluding cafés, restaurants and takeaway food) for the year ended July 2012.
- The NAB Online Retail Sales Index moved higher to 210 points in August 2012, up from 200 points in July. Recent months have seen a lower level of volatility in month to month movements.
- Growth in online spending remains strong – relative to the past year – with spending increasing by around +22% year-on-year in August. This level is slightly softer than in July (+25%), but stronger than the period from March to June this year. Growth in August 2011 was marginally stronger, at +28% year-on-year.
- Growth for online sales remains considerably stronger than traditional bricks & mortar retail. Traditional sales slowed in July – down to +1.6% year-on-year (non-seasonally adjusted), compared with +4.9% in June. It should be noted that the slowdown was not particularly significant after seasonal adjustment (down from +4.6% to +3.8%).
- The growth in online retail has influenced other sectors – most notably transport. According to a recent article around 70 per cent of parcels Australia Post delivers are generated by online transactions.

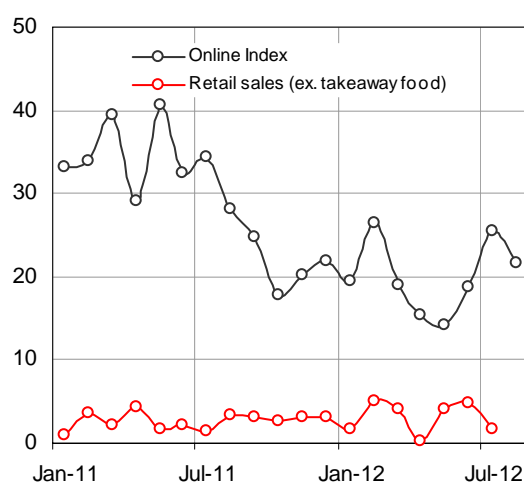
***NAB Online Retail Sales Index has continued to trend higher, with lower volatility in recent months***

Online sales vs. Retail sales (nsa, monthly)



***Growth rates for online sales have strengthened over the past quarter, after relative weakness earlier in 2012***

Growth in Online sales vs. Retail sales (% yoy)



#### Monthly online retail statistics

	Points			yoy growth (%)		
	Jun-12	Jul-12	Aug-12	Jun-12	Jul-12	Aug-12
Online index	189.1	200.1	210.1	18.8	25.4	21.7

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All data is non-seasonally adjusted (nsa). Online sales data is produced by Quantum. Traditional retail sales data is sourced from the Australian Bureau of Statistics (ABS).

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