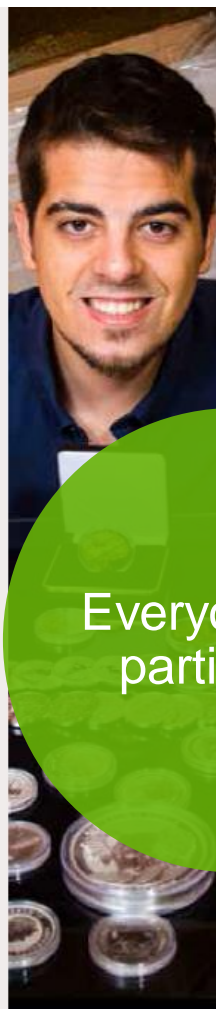


LEADERS OF THE NEW COMMERCE

SAMUEL LAURINKARI

Head of EU Affairs





International
Commerce
is changing

Everyone can
participate

Platform-
enabled
micro-multi-
nationals

Key findings

- **93%** OF EBAY SMES IN THE EU ENGAGE IN CROSS-BORDER COMMERCE
- REACHING ON AVERAGE **18** DIFFERENT COUNTRIES
- **39%** SERVE FOUR OR MORE CONTINENTS
- **37%** STILL EXPORT AFTER 3 YEARS
- IN **40%** OF THE EU'S REGIONS, **100%** OF EBAY SMES ENGAGE IN CROSS-BORDER SELLING

SNAPSHOT OF THE NEW COMMERCE

93%

of businesses using eBay in Europe engage in cross-border commerce, the majority of these businesses are micro firms with less than 10 employees.



sell to 15+ countries

+48%

There is a mounting interest to engage in this type of international commerce. The period 2010 to 2014 saw an increase by 48% in the number of EU firms on eBay selling to 15 or more different countries.



Almost the whole world comes within their reach. 39% of eBay-enabled SMEs that engage in cross-border commerce serve four or more different continents.

39%



2x survival

The complexities involved in exporting often lead to high failure rates where firms cease to export. The chance of surviving as an exporter is more than twice as high on eBay compared with the traditional economy.

The infographic features a background of numerous small, colorful circles in shades of blue, green, yellow, and red. On the right side, there are two large, overlapping blue circles. The top circle contains the text 'Merchants Win = eBay Wins', and the bottom circle contains 'eBay Offers Support Not Competition'. On the left side, there are six blocks of text, each starting with a large blue number followed by a statistic and a brief description.

159 MILLION BUYERS

Number of active eBay buyers worldwide

~79% NEW ITEMS

Percentage of items on eBay that are sold as new

~800 MILLION LISTINGS

Approximate number of eBay listings on the eBay marketplace at any given time

\$19.6 BILLION

Amount of eBay's GMV – the total value of successfully closed transactions in Q3 2015

~84% FIXED PRICE

Percentage of GMV on eBay that is fixed price

42% MOBILE GMV

Percentage of GMV on eBay that was transacted via mobile in Q3 2015

**Merchants Win
=
eBay Wins**

**eBay Offers Support
Not Competition**

Traffic & technology – mobile example



OVERVIEW

eBay is a leader in mobile commerce. After generating nearly \$28 billion in mobile commerce volume (MCV) in 2014, eBay eclipsed \$24 billion in MCV through the first three quarters of 2015. And with mobile apps for iPhone®, iPad®, Android™, BlackBerry® and Windows® devices that are available in 8 languages across 190 countries, eBay can deliver great shopping experiences anywhere, anytime and on any device.



BY THE NUMBERS

190 COUNTRIES

Number of countries that eBay apps are available in

53% TOUCHED BY MOBILE

Percentage of GMV that involves a mobile touch point

291 MILLION DOWNLOADS

Number of times eBay's app has been downloaded across the globe

\$8.1 BILLION

Amount of eBay's MCV – mobile commerce volume – successfully transacted in Q3 2015

1.3 BILLION

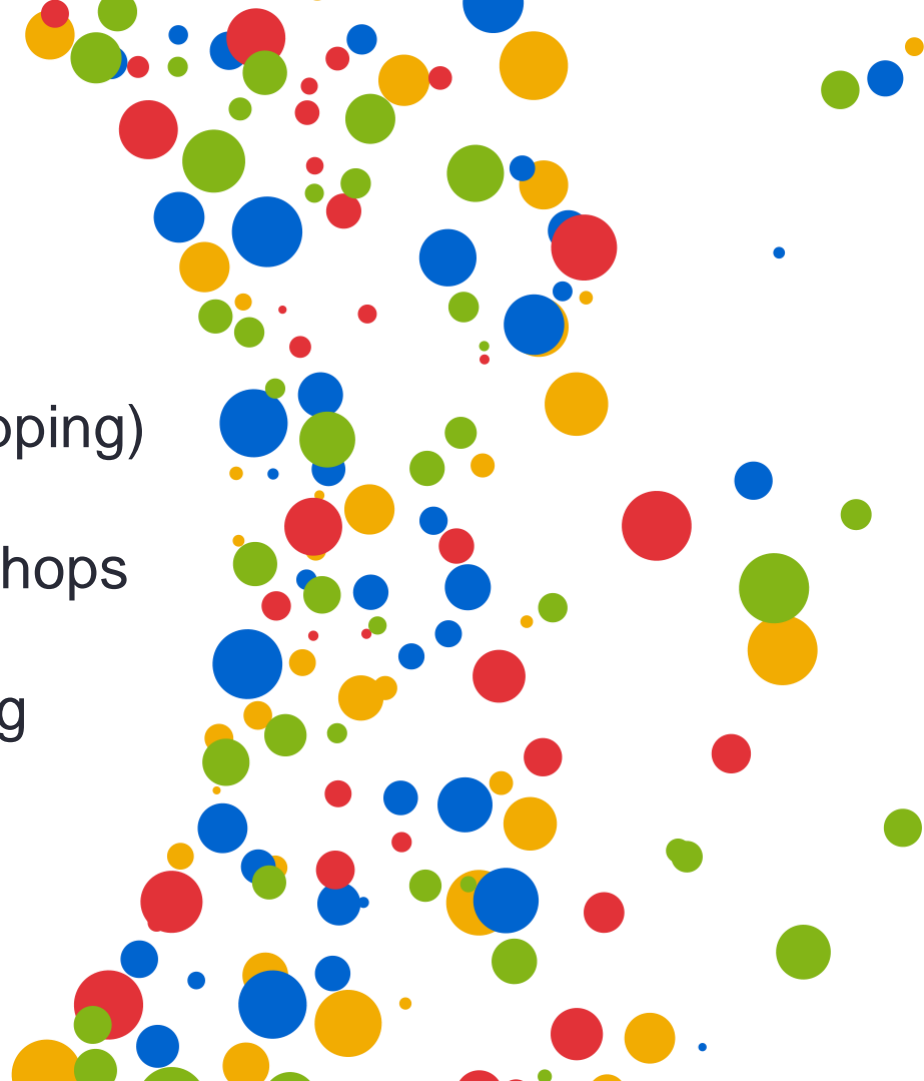
Number of listings created via eBay mobile to date across the globe

8.3 MILLION

Number of new listings currently added via eBay Mobile per week

Enabling our merchants to win

- Traffic
- Technology
- Marketing / advertising
- Supporting services (e.g. shipping)
- Access to data (seller hub)
- Tailoring listings / merchant shops
- Merchants' pricing autonomy
- Rewarding merchants offering great customer experiences



Summary

Seller level

Sales

Selling costs

Listing impressions

Traffic

Review your sales

Report includes all sales transactions minus returned items. Data updated Jun 2, 2015 at 7:32 pm PT.

Start: May 3, 2015



End: Jun 2, 2015



All categories

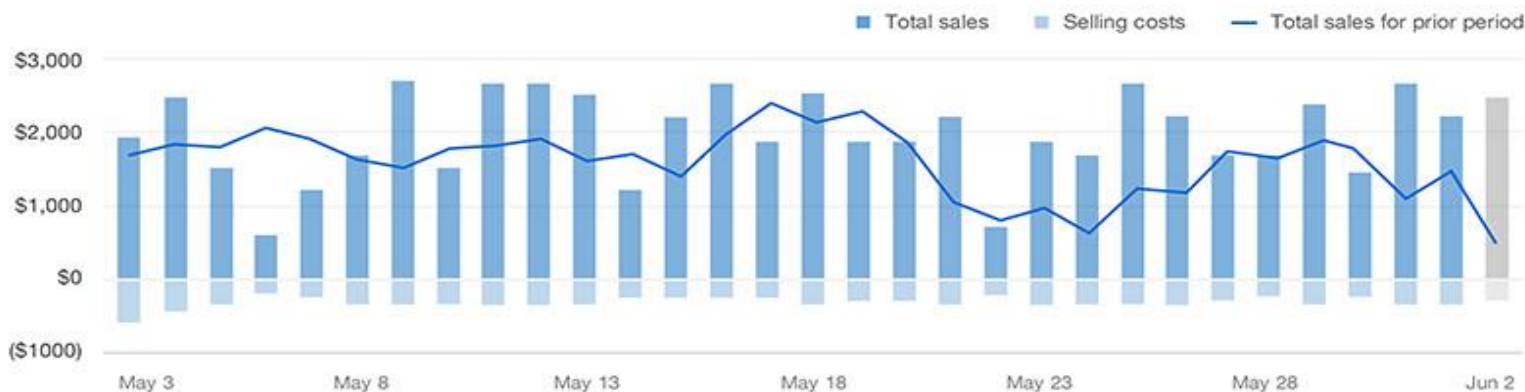


Listed on eBay.com



More refinements

\$79,211.08 Total sales **+6%** Compared to April 3, 2015 - May 2, 2015



Listings

Total sales

Fees and costs

Net sales

Total (296)
\$79,211.08 +6%
(\$12,682.18)
\$66,528.90 +4%

1 North Face Denali - Men's - 2014 Gray Cotton Jacket

\$4,865.99 +1%

(\$524.00)

\$4,361.99 +1%

Suitable Framework Conditions for Platforms and Their Users



ebay



Maintain platforms' innovation capacity

Ensure fair access to platforms

THANK YOU!

