



# Marketplaces Fact Sheet

## eBay Snapshot

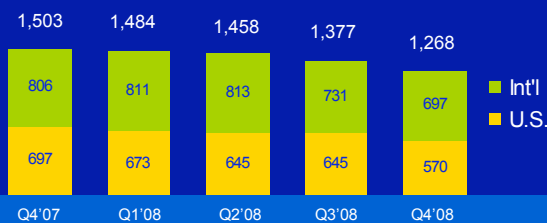
Founded in September 1995, eBay is a global online marketplace where practically anyone can trade practically anything.

- Presence in **39 Markets**
- **86.3 million** active members worldwide
- More than **50,000 categories**
- **113 million** concurrent listings
- **1 billion** page views per day
- **\$2,000** worth of goods traded every second

## Marketplaces: Q4 2008 Overview

The Marketplaces business unit, which consists of eBay, Shopping.com, StubHub, Kijiji and other ecommerce sites, recorded \$1.27 billion in revenue, equating to a 16% year-over-year decline. The revenue drop was attributable to the impact made by the strengthening dollar and the slow-down of the ecommerce market globally on the eBay business. While average monthly unique visitors were down year over year, eBay remained the number one ecommerce site in the U.S., the U.K. and Germany during the 2008 holiday shopping season, according to Nielsen Online. Approximately 55% of Marketplaces revenue came from markets outside the U.S. Gross merchandise volume (excluding vehicles) was \$1.47 billion for the quarter, a decrease of 12%, compared to the fourth quarter of 2007. Online classifieds as well as text and graphical advertising revenue grew during the quarter. eBay continues to focus on buyer and seller initiatives to accelerate sold items in the U.S., the U.K. and Germany.

Revenue (in \$ millions)



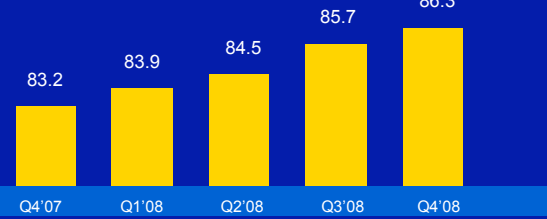
y/y growth: 21%, 19%, 13%, 4%, -16%

Total GMV (in \$ billions)



y/y growth: 12%, 12%, 8%, -1%, -16%

Active Users (in millions)



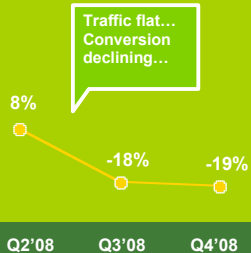
y/y growth: 2%, 1%, 1%, 2%, 4%

New Listings (in millions)

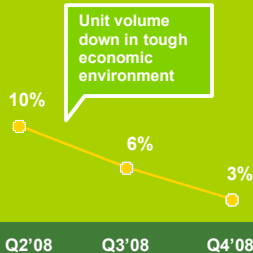


y/y growth: 4%, 10%, 19%, 26%, 15%

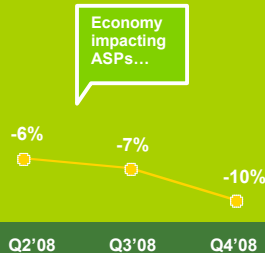
Conversion Rate %



Sold Items



Average Selling Price



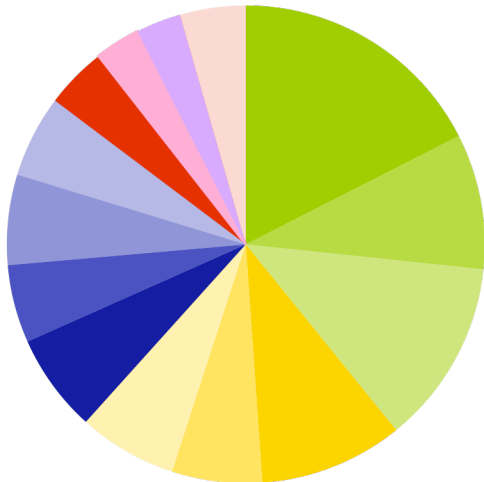
Fx-Neutral GMV





# Marketplaces Fact Sheet

**Gross Merchandise Volume (GMV)\***  
by category, excluding eBay Motors



# \$60 billion

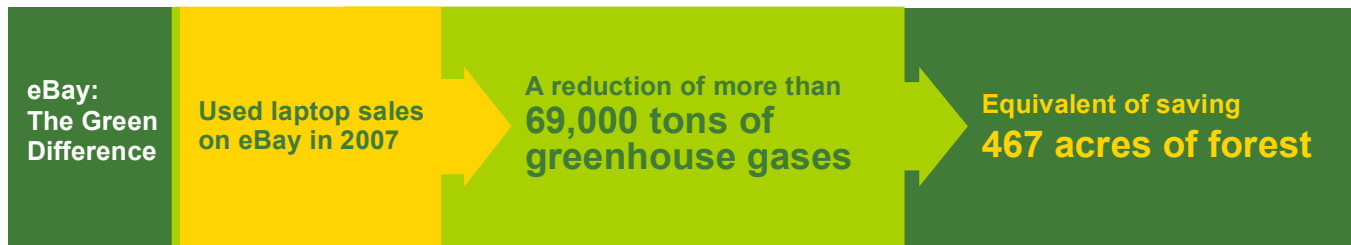
In total merchandise traded on eBay in 2008

There were **732 million new listings** added to eBay.com worldwide in Q408.

eBay users trade in more than **50,000 categories**. While eBay.com is well-known for its auction format, users can also buy and sell in fixed-price formats, which accounted for 49 percent of total GMV during Q408.

- Consumer Electronics: \$6.9b
- Computers: \$3.6b
- Clothing & Accessories: \$5.0b
- Home & Garden: \$3.8b
- Collectibles: \$2.4b
- Books/Music/Movies: \$2.6b
- Sports: \$2.6b
- Business & Industrial: \$2.1b
- Toys: \$2.4b
- Jewelry & Watches: \$2.2b
- Camera & Photo: \$1.6b
- Antiques & Art: \$1.2b
- Coins & Stamps: \$1.2b
- Tickets & Travel: \$1.8b

\*Annualized GMV for Q4 2008



On eBay:

A pair of shoes sells every

# 3 seconds

A cell phone sells every

# 7 seconds

A car sells every

# minute

## Q4 Auction Highlight



# \$38,192.12

For limited-edition Presidential Kids Cabbage Patch Dolls

(\$19,000 for Sarah Palin doll)